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Restaurant Business

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Top 100 Restaurant Markets

By metro area

Los Angeles - Long Beach	1,771,715	1
New York	1,584,126	2
Chicago	1,424,588	3
San Francisco - Oakland	797,683	4
Boston - Lowell - Brockton - Lawrence - Haverhill	739,899	5
Detroit	653,626	6
Washington	633,011	7
Philadelphia	621,895	8
Anaheim - Santa Ana - Garden Grove	587,831	9
Houston	528,846	10
Dallas - Fort Worth	455,935	11
Miami	420,182	12
Nassau - Suffolk	399,016	13
San Diego	385,151	14
Atlanta	378,116	15
Seattle - Everett	377,837	16
Minneapolis - St. Paul	358,300	17
Fort Lauderdale - Hollywood	328,324	18
Tampa - St. Petersburg	304,861	19
Cleveland	304,671	20
St. Louis	291,844	21
Baltimore	268,435	22
Newark, N.J.	266,132	23
Denver - Boulder	265,278	24
Riverside - San Bernardino - Ontario	260,036	25
Pittsburgh	243,293	26
San Jose	226,553	27
Kansas City	223,447	28
Milwaukee	218,526	29
Honolulu	216,237	30
Phoenix	194,870	31
Portland, Ore.	193,899	32
Columbus, Ohio	192,555	33
New Orleans	191,484	34
Cincinnati	188,970	35
Indianapolis	171,787	36
Buffalo	170,074	37
San Antonio	161,263	38
Hartford - New Britain - Bristol	158,773	39
Orlando	157,737	40
Bridgeport - Stamford - Norwalk - Danbury	145,496	41
Sacramento	138,479	42
Jacksonville	132,906	43
Toledo	129,460	44
Nashville-Davidson	129,413	45
Providence - Warwick - Pawtucket	127,078	46
Oklahoma City	125,196	47
New Haven - West Haven - Waterbury - Meriden	121,556	48
Rochester, N.Y.	114,901	49
Albany - Schenectady - Troy	110,329	50
West Palm Beach - Boca Raton	110,230	51
Louisville	110,177	52
Memphis	109,233	53
Salt Lake City - Ogden	106,938	54
Birmingham	105,419	55
Akron	102,821	56
Gary - Hammond - East Chicago	100,193	57
Omaha	100,081	58
Tacoma	98,871	59
Worcester - Fitchburg - Leominster	98,360	60
Long Branch - Asbury Park	97,810	61
Dayton	97,661	62
Austin	95,043	63
Daytona Beach	91,653	64
Santa Barbara - Santa Maria - Lompoc	89,505	65
Norfolk - Virginia Beach - Portsmouth	88,394	66
Richmond	87,095	67
Bakersfield	87,004	68
Fresno	84,521	69
New Brunswick - Perth Amboy - Sayreville	84,420	70
Grand Rapids	84,001	71
Tulsa	83,038	72
Greensboro - Winston-Salem - High Point	82,573	73
Charlotte - Gastonia	81,357	74
Salinas - Seaside - Monterey	80,168	75
Allentown - Bethlehem - Easton	79,431	76
Northeast Pennsylvania	79,130	77
Lansing - East Lansing	78,888	78
Wichita	78,797	79
Oxnard - Simi Valley - Ventura	77,326	80
Jersey City	75,529	81
Syracuse	75,305	82
Newport News - Hampton	75,214	83
Greenville - Spartanburg	75,118	84
Wilmington, Del.	71,914	85
El Paso	71,808	86
Canton	71,066	87
Springfield - Chicopee - Holyoke	71,030	88
Youngstown - Warren	70,555	89
Davenport - Rock Island - Moline	68,967	90
Fort Wayne	67,399	91
Knoxville	64,198	92
Flint	64,082	93
Stockton	62,284	94
New Bedford - Fall River	62,235	95
Corpus Christi	61,731	96
Vallejo - Fairfield - Napa	60,604	97
Raleigh - Durham	60,307	98
Tucson	60,242	99
Las Vegas	59,338	100

By ADI

New York	2,907,468	1
Los Angeles	2,563,400	2
Chicago	1,629,505	3
San Francisco	1,096,296	4
Boston	996,643	5
Philadelphia	975,526	6
Miami	778,064	7
Washington, D.C.	749,769	8
Detroit	725,757	9
Cleveland	603,314	10
Houston	594,743	11
Seattle - Tacoma	581,456	12
Dallas - Ft. Worth	522,576	13
Minneapolis - St. Paul	484,458	14
Atlanta	480,173	15
Tampa - St. Petersburg	442,463	16
San Diego	385,151	17
Denver	383,599	18
Sacramento - Stockton	347,412	19
St. Louis	342,406	20
Orlando - Daytona Beach	340,922	21
Pittsburgh	339,751	22
Hartford - New Haven	331,394	23
Portland, Ore.	304,871	24
Baltimore	299,437	25
Milwaukee	299,070	26
Indianapolis	293,480	27
Kansas City	271,888	28
Columbus, Ohio	241,998	29
New Orleans	237,490	30
Cincinnati	233,561	31
Phoenix	229,709	32
Buffalo	225,228	33
Grand Rapids - Kalamazoo - Battle Creek	214,858	34
Providence	212,538	35
Nashville	207,072	36
Oklahoma City	195,407	37
San Antonio	194,105	38
Albany - Schenectady - Troy	183,212	39
Norfolk - Portsmouth - Newport News - Hampton	182,826	40
Charlotte	180,129	41
Toledo	179,001	42
Jacksonville	174,725	43
Salt Lake City	173,055	44
Flint - Saginaw - Bay City	172,377	45
Harrisburg - York - Lancaster - Lebanon	170,613	46
Greenville - Spartanburg - Asheville	168,283	47
Wichita - Hutchinson	167,348	48
Dayton	157,704	49
Louisville	156,836	50
Fresno	156,058	51
West Palm Beach	155,780	52
Memphis	153,137	53
Green Bay	150,653	54
Omaha	145,773	55
Raleigh - Durham	143,732	56
Portland - Poland Spring	141,286	57
Spokane	138,585	58
Palm Springs	138,342	59
Springfield - Decatur - Champaign	137,786	60
Mobile - Pensacola	136,480	61
Davenport - Rock Island - Moline	134,170	62
Birmingham	132,726	63
Des Moines	129,648	64
Salinas - Monterey	128,437	65
South Bend - Elkhart	125,821	66
Richmond	123,821	67
Santa Barbara - Santa Maria - San Luis Obispo	123,032	68
Knoxville	122,730	69
Wilkes-Barre - Scranton	121,196	70
Tulsa	120,234	71
Shreveport - Texarkana	115,035	72
Rochester, N.Y.	112,371	73
Greensboro - Winston-Salem - High Point	110,802	74
Syracuse	110,760	75
Roanoke - Lynchburg	110,699	76
Charleston - Huntington	110,622	77
Little Rock	109,263	78
Albuquerque	106,476	79
Austin, Tex.	104,356	80
Lansing	103,049	81
Cedar Rapids - Waterloo	98,303	82
Peoria	98,027	83
Rockford	97,707	84
Youngstown	96,114	85
Madison	92,645	86
Paducah - Cape Girardeau - Harrisburg	92,423	87
Lincoln - Hastings - Kearney	91,774	88
Chattanooga	89,033	89
Ft. Wayne	88,636	90
Bakersfield	87,004	91
El Paso	85,332	92
Corpus Christi	84,060	93
Lexington	83,857	94
Springfield, Mass.	82,527	95
Johnstown - Altoona	81,500	96
Springfield, Mo.	80,763	97
Evansville	78,459	98
La Crosse - Eau Claire	77,251	99
Colorado Springs - Pueblo	75,628	100

more data on page 126

Top 100 Fast Foods Markets

By metro area

Los Angeles - Long Beach	850,026	1
Chicago	712,222	2
New York	496,150	3
Detroit	448,326	4
Washington	393,418	5
Dallas - Fort Worth	391,255	6
Houston	391,183	7
Boston - Lowell - Brockton - Lawrence - Haverhill	334,017	8
San Francisco - Oakland	331,041	9
Atlanta	321,945	10
Philadelphia	310,569	11
Anaheim - Santa Ana - Garden Grove	253,095	12
Baltimore	208,608	13
Miami	205,061	14
Tampa - St. Petersburg	194,071	15
Cincinnati	190,377	16
San Diego	188,202	17
Minneapolis - St. Paul	178,335	18
St. Louis	172,813	19
Nassau - Suffolk	171,818	20
Cleveland	169,834	21
Kansas City	157,774	22
Seattle - Everett	153,205	23
Pittsburgh	151,538	24
Milwaukee	150,486	25
Fort Lauderdale - Hollywood	143,619	26
San Antonio	137,470	27
San Jose	132,328	28
Salt Lake City - Ogden	130,047	29
Columbus, Ohio	129,445	30
Riverside - San Bernardino - Ontario	128,572	31
Dayton	123,572	32
Denver - Boulder	122,866	33
Orlando	119,022	34
Newark, N.J.	118,411	35
Birmingham	117,056	36
New Orleans	115,030	37
Indianapolis	113,604	38
Portland, Ore.	103,681	39
Oklahoma City	101,014	40
Phoenix	100,192	41
Louisville	99,610	42
Honolulu	96,914	43
Buffalo	91,337	44
Sacramento	89,923	45
Jacksonville	86,274	46
Memphis	86,204	47
Toledo	85,615	48
Tulsa	85,467	49
Nashville-Davidson	84,942	50
Hartford - New Britain - Bristol	84,420	51
Greensboro - Winston-Salem - High Point	81,459	52
Norfolk - Virginia Beach - Portsmouth	76,991	53
Austin	75,996	54
Gary - Hammond - East Chicago	75,918	55
Greenville - Spartanburg	71,833	56
Providence - Warwick - Pawtucket	69,800	57
Richmond	69,525	58
Wilmington, Del.	67,395	59
Knoxville	67,022	60
New Haven - West Haven - Waterbury - Meriden	65,861	61
Charlotte - Gastonia	64,816	62
Wichita	62,007	63
Rochester, N.Y.	61,931	64
Bridgeport - Stamford - Norwalk - Danbury	60,903	65
Akron	60,299	66
Worcester - Fitchburg - Leominster	58,332	67
Springfield - Chicopee - Holyoke	58,224	68
El Paso	56,959	69
Fresno	56,927	70
Omaha	53,841	71
Grand Rapids	53,312	72
Albany - Schenectady - Troy	53,293	73
Canton	52,991	74
Oxnard - Simi Valley - Ventura	51,956	75
West Palm Beach - Boca Raton	51,294	76
Tacoma	51,219	77
Youngstown - Warren	50,984	78
Mobile	50,622	79
Flint	49,006	80
Las Vegas	48,913	81
Allentown - Bethlehem - Easton	47,253	82
Fort Wayne	47,553	83
Beaumont - Port Arthur - Orange	45,901	84
Columbia, S.C.	44,784	85
Lexington-Fayette	44,511	86
Corpus Christi	44,139	87
Daytona Beach	43,476	88
Bakersfield	43,335	89
Lansing - East Lansing	43,313	90
Newport News - Hampton	43,111	91
Northeast Pennsylvania	42,835	92
Syracuse	42,487	93
New Bedford - Fall River	42,095	94
New Brunswick - Perth Amboy - Sayreville	41,265	95
Chattanooga	40,998	96
Long Branch - Asbury Park	40,636	97
Little Rock - North Little Rock	40,587	98
Pensacola	40,452	99
Tucson	40,399	100

By ADI

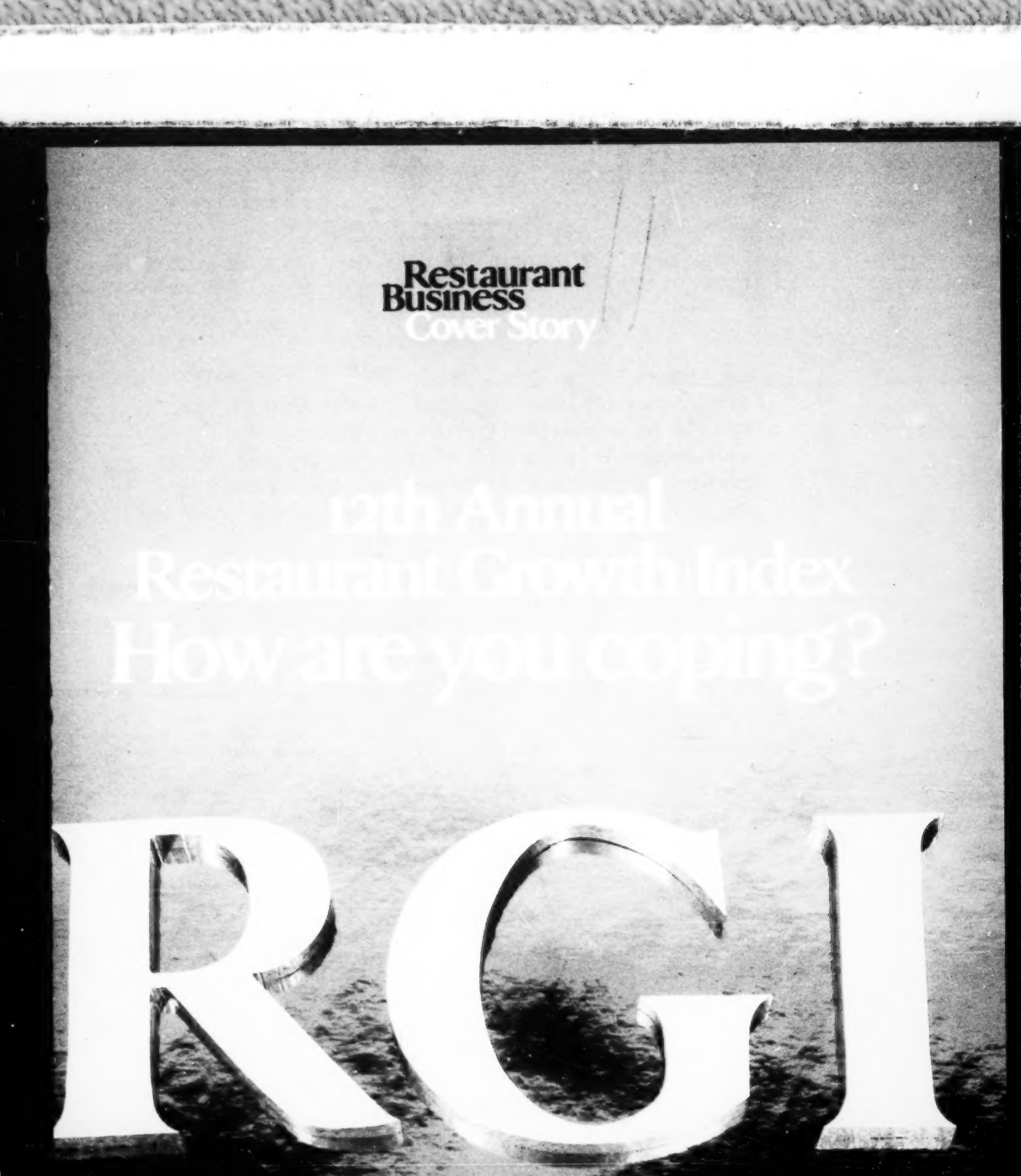
Los Angeles	1,228,788	1
New York	1,052,629	2
Chicago	858,255	3
Philadelphia	514,152	4
Detroit	496,974	5
San Francisco	493,529	6
Boston	469,264	7
Washington, D.C.	463,181	8
Dallas - Ft. Worth	440,035	9
Houston	430,521	10
Atlanta	401,798	11
Cleveland	368,707	12
Miami	363,901	13
Tampa - St. Petersburg	260,449	14
Seattle - Tacoma	246,738	15
Cincinnati	239,296	16
Minneapolis - St. Paul	230,605	17
Baltimore	227,173	18
Orlando - Daytona Beach	215,160	19
Indianapolis	213,883	20
Pittsburgh	209,181	21
St. Louis	203,845	22
Sacramento - Stockton	200,783	23
Milwaukee	188,778	24
San Diego	188,202	25
Kansas City	186,697	26
Hartford - New Haven	179,887	27
New Orleans	176,388	28
Denver	170,363	29
Dayton	169,493	30
Salt Lake City	165,956	31
Columbus, Ohio	160,814	32
San Antonio	158,451	33
Portland, Ore.	155,257	34
Oklahoma City	151,379	35
Charlotte	149,375	36
Greenville - Spartanburg - Asheville	146,663	37
Birmingham	145,401	38
Nashville	141,081	39
Norfolk - Portsmouth - Newport News - Hampton	136,060	40
Louisville	133,918	41
Grand Rapids - Kalamazoo - Battle Creek	128,848	42
Providence	122,400	43
Memphis	119,317	44
Raleigh - Durham	118,996	45
Mobile - Pensacola	118,205	46
Jacksonville	117,905	47
Buffalo	117,009	48
Wichita - Hutchinson	115,765	49
Toledo	114,669	50
Tulsa	111,242	51
Phoenix	110,654	52
Knoxville	109,326	53
Greensboro - Winston-Salem - High Point	107,879	54
Flint - Saginaw - Bay City	103,467	55
Harrisburg - York - Lancaster - Lebanon	98,212	56
Charleston - Huntington	95,081	57
Springfield - Decatur - Champaign	92,923	58
Albany - Schenectady - Troy	89,917	59
Little Rock	89,619	60
Richmond	89,431	61
Fresno	88,058	62
Austin, Tex.	81,951	63
Roanoke - Lynchburg	81,604	64
Des Moines	78,766	65
Green Bay	77,066	66
Shreveport - Texarkana	76,718	67
Davenport - Rock Island - Moline	76,705	68
South Bend - Elkhart	75,825	69
West Palm Beach	74,730	70
Omaha	74,092	71
Wilkes-Barre - Scranton	72,972	72
Jackson, Miss.	71,238	73
Spokane	70,778	74
Chattanooga	70,477	75
Lexington	68,850	76
Portland - Poland Spring	67,547	77
Youngstown	66,996	78
Albuquerque	66,525	79
El Paso	64,588	80
Cedar Rapids - Waterloo	64,259	81
Columbia, S.C.	63,498	82
Ft. Wayne	62,991	83
Springfield, Mass.	62,567	84
Rochester, N.Y.	60,666	85
Paducah - Cape Girardeau - Harrisburg	59,652	86
Huntsville - Decatur - Florence	59,259	87
Lansing	58,737	88
Syracuse	58,508	89
Corpus Christi	58,417	90
Palm Springs	56,966	91
Peoria	55,827	92
Baton Rouge	55,416	93
Springfield, Mo.	54,951	94
Evansville	53,449	95
Tallahassee	53,035	96
Bristol - Kingsport - Johnson City	52,951	97
Rockford	50,582	98
Wilmington	50,078	99
Salinas - Monterey	49,679	100

Circle No. 101 →

Restaurant Business
Cover Story

12th Annual Restaurant Growth Index

How are you coping?



This annual probe of the foodservice industry—now in its 12th year—has always been designed to present more than just the sales figures of industry segments and metro and ADI areas. It is intended that it go beyond the figures, into the changing facets of the industry.

Not too long ago, an executive, **ning, announced at lunch that "I won't be able to cope today." Businessmen must have had that feeling often during the past 12 months not because of the night before, but because of the unrelenting pressures** of the day.

This has been a year of:

- inflation
- gasoline shortages
- recession fears
- fluctuating food prices
- increasing competition

If you have managed to cope you are to be congratulated. If you have significantly increased your sales and earnings you should stand up and take a bow. Add to the above

The restaurateur is being challenged to demonstrate the "value" of his product. But it is this very challenge that is his strong suit: eating out is still a positive sell. In a year when "coping" is about the best the consumer can do, eating out can make it seem a little less painful.

an uncertain (and expensive) labor supply and constantly increasing building costs, and you begin to realize the problems managers face when trying to increase sales and maintain growth.

The biggest problem is still inflation—as it eats into the disposable income of consumers, and the profits of business. We have seen drops in customer counts as families "cut back" on eating out. We have also seen the industry counter this trend with more aggressive advertising and promotion campaigns. While no one is promising change from a dollar anymore, value, convenience, and entertainment are being stressed to convince the consumer that eating out is still a better deal than eating at home.

Soaring cost of energy

A significant part of inflation is the increasing cost of energy, which cuts directly into bottom line profits. A significant problem for the industry has been the restrictions on room temperatures for restaurants. The last thing a restaurateur wants is for his customer to be too warm in summer or too cold in winter. And while it looked as though that was going to be mandated, actually the regulations were for room temperature of 78° in dining rooms *and* kitchens, not a thermostat setting for 78°. The latter could easily allow temperatures of over 100° in kitchens and 80° plus in dining rooms. If you are unsure of the exact requirements of this regulation, it is wise to check with your local restaurant association or with the Washington, D.C. office of the National Restaurant Association.

But even with tolerable room temperatures, the energy problem still looms large. By and large the industry has not utilized all the conservation techniques available to restaurants and even with minimal investment for energy audits and conservation equipment, the average restaurant will see commensurate savings in energy costs.

If there was one thing this industry did not need this year it was another problem. But one came along and it was a whopper. California suddenly ran out of gasoline, and as customers waited on lines for three and four hours foodservice sales dropped 30 to 40 percent in some areas. Within a month, similar lines were seen in Pennsylvania, New York, and New Jersey. The automobile became a liability, rather than an asset. For fast food chains the problem was not too severe because these units are usually located on major routes and often a trip to one is linked with other activities. But dinner houses, and, of course, highway restaurants suffered. In the early part of the summer, resort areas were severely affected. Ads in metropolitan newspapers stressed gas availability to assure customers they would not be stranded on Cape Cod or the New Jersey shore. By mid-summer, the panic was over but the uncertainty lingered.

Food prices followed an irregular pattern. The beef chains began to feel the pressures the seafood restaurants had suffered a few years earlier. Menu changes were evident as roast beef houses found alternate beef items to spread the food cost. Inplant cafeterias found that prime ribs—once a menu regular—became a weekly feature as menus were adjusted to offset rising beef prices. Fast food chains intensified menu diversification, emphasizing platters and large sandwiches to increase unit sales. And of course breakfast sales continued to be emphasized.

Supermarkets fight back

This has also been a year of increased competition. The supermarket industry is trying hard to win back a larger share of the food dollar and restaurants are countering by stressing the fun of an evening out or the convenience of picking up a meal—ready to serve—at the local restaurant and avoiding long and tiring supermarket checkout lines.

As management in the foodservice industry coped with all these problems, the consumer also had some coping to do. Rising housing costs, gasoline shortages, and fears of recession forced the consumer to spend wisely. Value for the dollar is more important now than ever before.

But it is this very attitude that in the long run could be the foodservice industry's greatest plus. The fun and convenience of eating out is still a positive sell. Customers want to eat out. Every day they have to cope with taxes, rent, their kids and their jobs. Eating out makes coping a lot easier to take.

Summary

	1977 Sales ($00,000)	1977 Purchases ($00,000)	1977 vs 1978 Growth	1978 Sales ($00,000)	1978 Purchases ($00,000)	1978 vs 1977 Growth	1983 Sales ($00,000)	Compound Annual Growth
Total Market	$97,940	$30,979	10.1%	$96,813	$44,130	10.1%	$151,051	9.3%
Commercial/Contract	74,288	30,034	10.8	82,001	33,286	10.4	130,544	9.8
Institutional/Internal	13,121	6,898	7.8	14,236	9,665	8.4	19,704	6.7
Military	671	1,057	-0.4	886	1,180	2.3	803	6.6
Major Market Segments								
Separate Eating and Drinking Places	57,934	21,497	10.8	64,048	23,836	10.4	102,996	9.9
Hotel Motel Market	4,817	1,660	6.8	5,274	1,817	9.5	7,883	8.3
The Transportation Market	1,310	884	12.8	1,512	986	15.4	2,980	13.8
The Leisure Market	1,794	995	13.9	2,039	706	13.6	3,504	11.4
The Retail Market	2,988	1,109	7.0	3,191	1,187	7.4	4,998	8.5
The Business Industrial Market	5,294	5,462	11.5	5,902	6,070	11.5	9,046	8.9
The Student Market	4,987	3,982	6.3	5,151	4,288	7.2	7,010	6.4
The Health Care Market	7,415	3,989	8.1	8,034	4,030	6.3	11,361	7.2

In this year's edition of the Restaurant Business Restaurant Growth Index, we present information from the years 1977, 1978 and 1983. For this, we provide "hard data" for 1977, best estimates for 1978 (the last full year), and a five year planning projection.

Foodservice sales in 1978 increased 10.08 percent to a total of $96,812,641,000. This is a conservative figure, as it does not include a commercial equivalent dollar volume for military feeding or school foodservice (we count only cash paid by students); and it does not include much of vended soft drinks or vended candy. If we adjust our figures to reflect the inclusion of these groups, we would show industry sales of $108,455,814,000; 12.03% higher. In our view, these adjustments are not valid because they produce a result which is in turn inflated (military and school feeding), not comparable (candy sales are not included in meals and snacks or alcoholic beverages), or in the situation of vended soft drinks, through a restricted distribution network.

We project sales of $151,050,885,000 in 1983. This is a gain of $54,268,244,000 for a five year period. This translates into a compound annual growth rate of 9.30 percent or a total growth of 56.05 percent. The commercial/contract group will grow faster than the industry as a whole at 9.75 percent compound annual growth or total growth of 59.20 percent. The institutional/internal and the military groups will grow at a slower rate primarily due to declining rates of growth of their populations or outright declines.

We use compound annual growth rates to express change in our projections because they are mathematically correct. To illustrate, if we multiply the 1978 industry total by 1.093 and then multiplied the result by 1.093 and did this for five years, we would get the projected figure of $151,050,885,000. If this concept is applied using 11.21 percent, an average annual figure, the result would be $164.7 billion in 1983.

Although personal income is now projected to grow at a compound annual rate of 11.30 percent from 1978 to 1983 which is slightly above the 11.22% rate of 1976-1978, we project a modest decline in the rate of growth of the commercial/contract sector of the foodservice industry. The principal reasons are an increase in fixed charges against income such as housing costs, mortgage rates, gas price, home heating, insurance, debt service; and the level of inflation in menu prices which is pushing average checks through price points.

The price point issue is critical to the fast food establishments right now as many of them have passed through the $2 check average and are meeting resistance beyond that associated with past strong rises in menu prices. Crossing a price point requires a change in perception of what the worth of a meal is in a specific restaurant.

Operators of fast food establishments have tried to counter this problem by shifting attention away from price and toward its other amenities. To wit, fast food advertising: it's selling meals, nowadays, not snacks.

We are at a moment in our national history where there is a loss of confidence in just about everything. People feel frustrated because they are not living as well as they think they should on their incomes. There is a feeling of loss of control of one's destiny. These feelings translate themselves into a consumer behavior which is *over reactive*. What this does to sales is well illustrated by the effects of the gas crisis.

In May, eating place sales were up only 6.78 percent after a first quarter increase of 13.11 percent. This drop was due primarily to the gas problems on the West coast and to growing nervousness about the economy. June, with the gas problems in the East coast will show similar bad results. The declines in these two months from basic trends will cost 0.85 percentage points off the gains for the year. This means that the *psychology* of the customer is now becoming more important than economics per se. The overreactions to events by consumers will create interruptions in basic sales patterns. Restaurateurs must learn to react quickly to changes in consumer attitudes.

This summary was prepared by RBI Research and Malcolm Knapp, president of Malcolm M. Knapp, Inc., New York. The 1977 NRA sales and purchases data used in this eight major market and 36 sub market growth report were prepared by Mr. Knapp under contract with the National Restaurant Association. Estimates for 1978 and projections to 1983 were prepared by Mr. Knapp specifically for Restaurant Business *Magazine.*

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Separate Eating and Drinking Places

Despite the many challenges that beset commercial restaurant operators today, the basic outlook for the eating place market is one of sustained healthy growth in the 1980's.

No doubt the decade ahead will have its casualties just as the 1960's and 70's saw the demise of those ill-conceived and poorly managed restaurant operations.

Fierce market battles loom ahead for the older menu concepts—hamburger, chicken and pizza—and in certain geographic areas, especially California.

The fast food chains, in particular, will be hard pressed to maintain their historical growth rates in revenues and earnings by simply opening new units. The lack of prime locations and the escalating cost of real estate will force public restaurant companies to focus on increasing existing-store sales and profits to satisfy the earnings-per-share demands of their stockholders.

Nonetheless, the commercial restaurant market continues to be the beneficiary of favorable shifts in the American demographic make-up and the evolution of consumer lifestyles. "Smaller households, more married women working, increased discretionary income and higher education in the 1980's will fuel continued reliance on the away-from-home-food market," asserts William Hale of A. D. Little.

Just as in war, to the victor belongs the spoils, so too in the upcoming market battle, to the savvy marketer belongs the consumer.

But restaurant operators will find that the selling strategies of the 1950's and 60's will not win the consumer of today who is "Me-oriented," notes Mike Minchin, vice president of marketing for the Sizzler Family Steak House chain. "The age of Me is a cautious, skeptical age. People are beginning to read labels, examine ingredients. They are more price conscious and they get upset when products don't perform."

With the proliferation of food choices available to today's discriminating consumer, restaurant chains are working overtime to develop a "unique selling proposition" for their product lines.

The chains no longer own a particular market. Competitive menu concepts are now on every corner. Chain marketers are awakening to the fact that they can no longer afford to sell hamburgers, pizza or chicken. Instead they are pitching their "brand" of these foods.

In short they are out to end the free ride their competitors enjoy under their advertising umbrella.

Some industry analysts blame the recent weakness in unit sales of Winchell's Donut Houses on the West Coast to the chain's strong "generic" advertising campaign which sold consumers in its market on eating donuts—anybody's donuts.

To shore up its consumer image which had slipped in recent years, KFC Corp. is in the midst of a major "image enchancement" program which includes an upgraded decor package, inside seating and renewed emphasis on quality, cleanliness and service. And to set itself apart from its chicken competitors, KFC is spotlighting its Original Recipe product in its advertising campaigns and charging a premium (of three cents more per piece) for it on its menu which also features Extra Crispy.

And even McDonald's—the indomitable force in all of fast food land—is flinching from the erosion of its product image in the eyes of the consumers who favor Wendy's and Burger King. As a result, this May McDonald's counter attacked with a new advertising theme—Nobody can do it like McDonald's can—in order to differentiate itself from its burger competition.

In the dinner house market, image differentiation takes on a different meaning. "The thinking used to be that there was greater advertising value in utilizing the same name and building appearance in more than one location," points out Laventhol & Horwath in its 1978 report on restaurant operations in California. "While this approach continues to have validity for fast food and coffee shops, California diners have begun to show resistance to 'stamp 'em out' dinner houses."

L&H spots a growing trend to use different names, decors and themes for essentially similar restaurants in order to achieve a "neighborhood" restaurant image for the dinner house chains.

This trend away from the "cookie cutter" approach is by no means peculiar to the West Coast. Denver restaurateurs Ed Novak and Fred Borra who operate a five-unit chain of Broker restaurants there have found that "the best way for us to succeed is to have our restaurants competing with each other. Instead of standardizing our entire concept, we offer the same basic menu in distinctly different environments. Our Denver customers pick the Broker they feel most comfortable in."

If Americans today are more concerned with self, they are also more concerned with their personal safety and security. In food this

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Natural Eats, of Boca Raton, Fla., has created a profitable niche in healthy foods restaurant market.

translates into the "safety" of the food they eat and in the nutritional quality of the food they eat. This in turn has nurtured a new genre of peculiarly American restaurants—the so-called healthy foods establishments which are particularly successful in the major urban markets throughout the country. Their main selling points are their use of fresh fruits and vegetables, whole grain baked goods usually made on premises and the avoidance of red meats as well as artificial ingredients and preservatives. Whether or not these natural food restaurants offer more "healthy" fare than traditional restaurants is for the food scientists to decide. However, there is no denying that their patrons perceive they are eating better.

The Salad Bar restaurant chain, launched in Scottsdale, Ariz. in 1973, has found success in its 13 western state market area with its concept of "good, healthy fresh food, moderately priced, in pleasant surroundings." Today there are over 50 Salad Bars in the West, most of them franchised. They are located primarily in leased space within existing downtown buildings, malls and shopping centers.

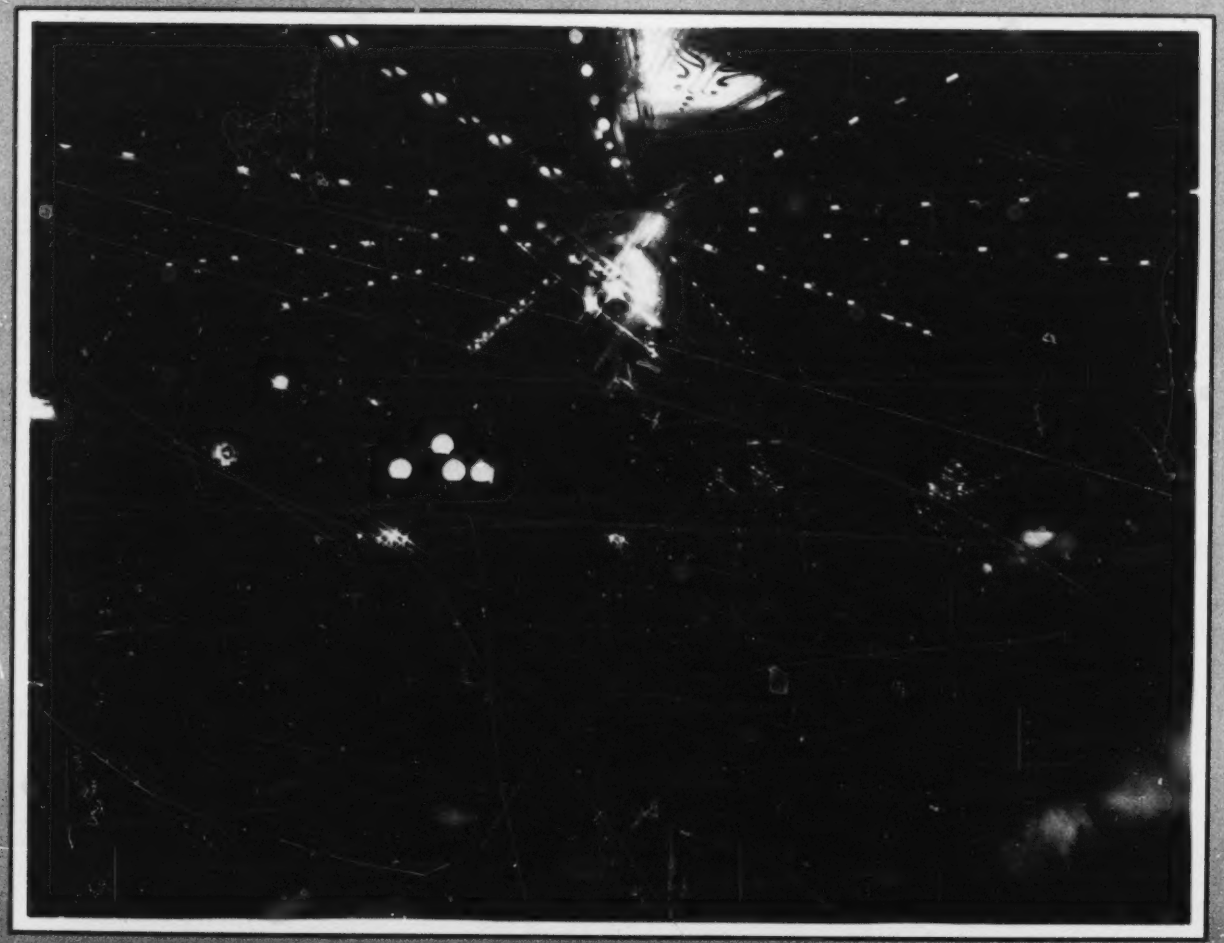
The menu offers an array of salads, sandwiches and soups. There is no cooking or even a stove or oven in the restaurants. Hot foods are prepared in a microwave.

Another growing chain of healthy foods restaurants is Natural Eats, headquartered in Boca Raton, Fla. Natural Eats is unusual in that it provides nutritional information on its menu of salads and sandwiches (all its sandwiches are served hot). Included in the nutritional breakdown by menu item is the number of carbohydrates, protein, fiber fat and calories—all in grams.

At present there are 12 Natural Eats in operation, eight of which are franchised.

While the fast food chains are not rushing to add bean sprouts and carrot juice to their menus, they have armed themselves with nutritional reports which show that their bill of fare is also "good for you." And some are beginning to communicate their nutritional message in their advertising—albeit low key.

Arby's, for instance, is telling its customers: "Don't worry mom, I'm eating right. I'm eating at Arby's." Arthur Treacher's message is:



The Jubilation discotheque gives the Broker Inn, in Boulder, Col., the dimension of an entertainment center.

"Take time out for the good things in life." And KFC's new slogan, "It's so nice to feel so good about a meal," implies wholesomeness.

If Americans are more aware of what they eat, they are also growing more conscious about what they drink. Their tastes in spirits are moving more toward lighter proof drinks. Mineral water is fast becoming the most popular mixer—or served by itself. And a glass of white wine, some say, is the most popular alcoholic drink in America.

Wine bars—the concept is imported from London—are opening across the country. They feature a variety of premium domestic and imported wines by the glass, accompanied by a menu of salads, charcuterie, cheeses, fruits and breads.

Today's consumer—older and better educated—is more demanding in what he eats and drinks. He wants more variety, better quality food and drink, and is more prone to experiment with different taste sensations.

The Commissary, for one, located in Philadelphia, is capitalizing on that city's growing culinary appetite for fine food and wine.

This 228-seat restaurant which grossed $4 million in sales last year offers its patrons a number of different eating and drinking experiences under one roof. It includes a 75-seat tableservice Upstairs restaurant, 100-seat cafeteria-service Downstairs eatery, a 35-seat Piano Bar, and an 18-stool Wine Bar.

Fine food and wine is also the focal point of the new Jacques restaurant in Dayton, Ohio. The restaurant—part of the 10-unit Jacques Restaurant Division of Canteen Corp.—features an oak bar with brass, lion's head rail at which patrons can purchase fine wines by the glass. Behind the bar is a wine vault of more than 100 imported and domestic wines. Patrons are able to walk into the wine vault to personally select their choice.

Notwithstanding the growth of imported wine and international cuisine in this country, American fast food fare continues to dominate the mass foodservice market at home as well as abroad.

Indeed, fast food restaurants continue to be the largest category of U.S. franchises in foreign countries, according to the U.S. Department of Commerce. The growing Japa-

An 18-stool wine bar and a display cooking station called the Back Kitchen are just two of the many food and beverage operations within the Commissary restaurant in Philadelphia.

nese appetite for American style food has helped push Japan into the second largest foreign market for U.S. fast food franchisors with 460 outlets there at the end of 1977. Canada ranked first with over 1,000 outlets. At the end of 1977 there were 29 U.S. fast food companies operating 2,865 units outside the country.

While U.S. companies look to foreign markets to support their unit expansion plans, especially as the domestic market becomes saturated with their particular concept, it is interesting to note the growing number of foreign restaurant chains establishing beachheads in the U.S.

Wienerwald, the Swiss restaurant and hotel firm headed by Friedrich Jahn last year acquired the 266-unit Lums restaurant chain and this June acquired 51 percent interest in IHOP Corp. which is the parent of the 485-unit International House of Pancakes franchise chain. Wienerwald plans to introduce its famous spit-roasted chicken to the U.S. market through its Lums restaurants and plans to export IHOP restaurants to Europe.

A number of Canadian and Japanese firms have also recently entered the U.S. market.

Down from Canada has come: St. Hubert Roasted Chicken, a 30-unit chain in Quebec, which opened its first unit in the U.S. this June in Fort Lauderdale; Swiss Chalet Bar-B-Q, a 12-unit Canadian chicken chain which now has operations in upstate New York, Springfield, Va., Washington, D.C., and Fort Lauderdale; and Mike's Submarines, a 46-unit sub and pizza chain operating in the provinces of Quebec and Ontario, which has opened three units in the Boston area and plans 30 more units for the greater Boston area within the next two years.

But the biggest push into the U.S. fast food market is coming from Japan.

Yoshinoya, Japan's fifth largest fast food chain with 270 Beef Bowl units at home, has launched a major expansion program for its concept of thinly sliced beef served on top of a bowl of rice in California. After a seven-unit test in Denver, this June the chain opened its first Los Angeles store and plans to have 100 units in the state by the end of next year.

Hokkoku Shoji, Japan's third largest fast food chain, has opened five of its Dosanko combination noodle and soup shops in New York City and plans to open 100 more units in the next five years.

And the Sugano restaurant system which operates 90 Japanese sandwich shops at home, this July opened its fourth U.S. outlet, called Sandwich Restaurant Gourmet, in New York. It already has units in Honolulu, Portland, Ore., and Vancouver, Wash.

But it is not the influx of foreign competition that most concerns today's restaurant operator be he chain or independent. Rather it is double-digit inflation—menu prices are expected to increase 11 percent this year due to escalating food, labor and energy costs—and the current gasoline shortage which has resulted in a sharp decline in dining out in suburban and resort locations in those states experiencing severe shortages.

To combat inflation, restaurant operators are being forced to raise menu prices, reduce portions, feature less costly entrees, and cut back on payroll hours.

To help ease the impact of the energy shortage, restaurateurs are working through their state associations to increase the allocation of gasoline in their market area, and working with their state tourist bureaus to encourage gas stations to open at least one day during the weekend. In addition, the National Restaurant Association has put together a comprehensive Energy Conservation Program for restaurants to use as an alternative to the uncomfortable 78 degree building temperature restrictions imposed by the Federal government.

Separate Eating and Drinking Place Sales

1977 $57,994,332 + 10.8% sales growth

1978 $64,048,254 + 10.4% sales growth

1983 $102,685,803 + 9.9% compound annual sales growth

	1977 Sales (000,000)	1977 Purchases (000,000)	1977 vs 1976 Growth	1978 Sales (000,000)	1978 Purchases (000,000)	1978 vs 1977 Growth	1983 Sales (000,000)	Compound Annual Growth
Full menu restaurants and lunchrooms	$28,808	$11,319	10.5%	$31,745	$12,568	10.2%	$50,637	9.8%
Social caterers	1,137	462	9.6	1,243	507	9.6	1,990	9.9
Public cafeterias	2,738	1,038	9.5	2,998	1,134	9.5	4,701	9.4
Limited menu restaurants	17,126	6,160	14.9	19,498	6,974	13.8	34,589	12.1
Ice cream, frozen custard stands	614	196	11.4	690	219	12.5	1,150	10.7
Bars and taverns	7,572	2,321	4.0	7,875	2,434	4.0	9,623	4.1
	$57,994	$21,497	10.8	$64,048	$23,836	10.4	102,686	9.9

The Hotel/Motel Market

The improvement in room occupancy which began early in 1977 has continued without pause through 1978, according to Laventhol & Horwath's 1978 report on the U.S. lodging industry. It projected room occupancy at 70 percent for 1978, three percent higher than the prior year level.

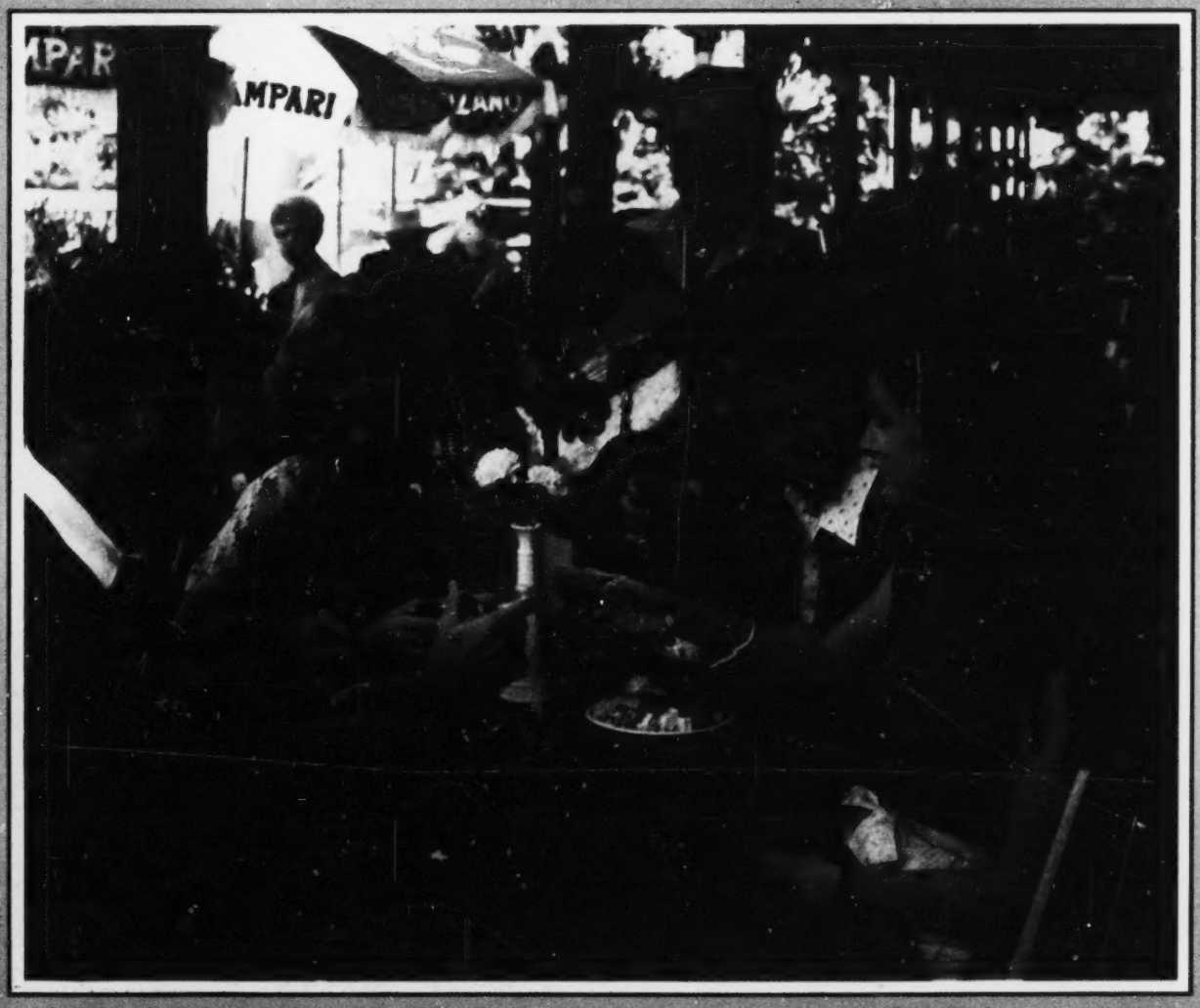
However, the lodging industry's food and beverage sales are not keeping pace with the growth of their room sales.

"The portion of the revenue dollar derived from food and beverage sales continued to decline in 1977 and the portion from room sales rose by more than one percent. Since 1974, the total of the food and beverage sales portion has dropped eight percent," states the L&H 1978 lodging report.

According to the U.S. Travel Data Center the number of persons travelling for business and pleasure is growing at an annual rate of about five percent (In 1976 there were nearly 2.9 billion person-nights spent away from home on trips of more than 100 miles in one direction.)

Lodging operators are employing a number of merchandising programs to boost their food and beverage sales.

Sunday brunch is becoming an increasingly popular method of building sales for transient hotels. It attracts a local clientele and offsets the drop in room occupancy these



The Disneyland Hotel, Anaheim, Cal., offers a Sunday champagne brunch in its buffet-style Chef's Kitchen restaurant.

hotels traditionally experience on weekends. Escape packages on weekends with meals included are also used to boost occupancy and food and beverage sales.

Capitalizing on the current gasoline shortage, the Ambassador East Hotel, Chicago, this summer began offering a special weekend escape from the gas crunch. In addition to breakfast in bed, its vacation package includes a picnic box lunch and the loan of a bicycle or skates for an energy-saving jaunt to a nearby park.

To cater to the individual businessman or woman traveling alone, a number of hotel and motel operators are setting special Captain's Tables.

This year Best Western International began urging the nearly 2,200 Best Western members throughout the world to set at least one 'Traveler's Hospitality Table' in their dining facilities.

"When a guest is being seated by the maitre d', he will be asked if he or she would like to be seated at the Traveler's Hospitality Table," explains Robert C. Hazard Jr., Best Western's chief executive officer. "No couples will be seated there, only individuals. This will permit the traveler to share dinner and some conversation and help to pass the time in a more pleasant manner."

Sheraton Hotels is also recommending that each of its properties establish a communal dining room table for individual travelers.

In his "Ingredients" newsletter this March, Stephen Peeck, Sheraton's director of food and beverage, recommends that each property: "Consider establishing an eight-seat Captain's Table for dinner with a fresh flower centerpiece and complimentary dishes of relish type items.

"An attractive letter with artwork could be placed in each guestroom announcing the availability of the Captain's Table and encouraging the guest to call and reserve a place at the table for one of the seatings.

"It is best handled in specified seatings such as 5:30, 7, 8:30, and 10 p.m.

"The waiter would, of course, be one of the best and would handle each seat with a separate check.

"The host or hostess would assume the full meaning of the role, by introducing the guests to each other."

To build banquet business, hotel operators are offering business and civic groups customized catering services.

For instance, The Pointe Resort, a 227-suite, two-restaurant resort complex in Phoenix, Ariz., employs a special studio as well as writers, photographers, set designers and audio visual experts to create elaborate, customized parties for local groups and conventioneers.

Additionally hotel operators are revamping their restaurant menus and decor to reflect changing consumer lifestyles and tastes. Today natural foods are being featured in the dining rooms and discotheques installed in the lounges.

A salad and dessert bar, called the Food Fare, and a glass-enclosed rotisserie for roast duckling are the specialties of Hyatt's T. J. Peppercorn restaurant in Lincolnwood, Ill.

Stan Bromley, vice president, food and beverage operations for Hyatt Hotels Corp., sees a growing trend toward more "natural" foods in hotel dining rooms as well as a trend toward 'nouvelle cuisine' which "takes the fats and butter out of cooking and uses unsaturated fats in their place.

"People are more interested in looking trim and are more conscious of their health," explains Bromley.

At the same time, he notes that people are more willing to experiment with new taste sensations.

To stimulate menu creativity on the part of its local chefs and food and beverage directors, Bromley notes "Hyatt limits the number of standardized menu items and recipes to a basic few.

"I challenge them to show me new ideas ... to try new ways of cooking vegetables ... to add something new.

"For example our chef in our San Francisco property has recently created an interesting quiche trio for lunch, and our chef in Dallas has added a new taste to chef salad by adding strips of smoked salmon. We get photographs of these dishes and send them to our other properties. We give credit to their creators and challenge others to develop something similar."

Hotel/Motel Market: Foodservice Sales

1977 $4,816,698 + 8.5% sales growth

1978 $5,273,904 + 9.5% sales growth

1983 $7,852,843 + 8.3% compound annual growth

	1977 Sales (000,000)	1977 Purchases (000,000)	1977 vs 1976 Growth	1978 Sales (000,000)	1978 Purchases (000,000)	1978 vs 1977 Growth	1983 Sales (000,000)	Compound Annual Growth
Hotels	$2,680	$ 901	8.8%	$2,942	$ 989	9.8%	$	%
Motor Hotels	657	221	8.0	716	241	9.0		
Motels	1,479	538	8.2	1,615	587	9.2		
	$4,817	$1,660	8.5	$5,274	$1,817	9.5	$7,853	8.3

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The Leisure Market

Although the leisure market last year lost its position of pre-eminence as the leading growth segment of the foodservice industry, sales within this market segment have continued to climb at a healthy 13 percent clip for each of the past several years.

Shorter workweeks, longer vacations, increased number of holidays and days off, rising personal income, earlier retirement have all contributed to the success story in this sector of the foodservice industry.

Casting gloom over the otherwise bright outlook for the leisure market is the current gasoline shortage.

"We have experienced an appreciable drop off in attendance at our Mesa Verde national park account due to the fuel shortage," reports Larry Kilfoy, vice president of sales and marketing for ARASERV, division of ARA.

"On the other hand, attendance at our facilities at Bear Mountain and the Palisades state parks in New York is holding up. These parks are only one hour's drive from New York and thus much closer to the population center from which they draw.

As motorists pass up long distance vacations, those segments of the leisure market which will suffer the most appear to be ski resorts, isolated national and state parks, and theme parks located away from major population centers.

However, on the winning side are bowling alleys, sports stadiums, arenas, and amusement parks close to home.

Because they usually draw from major metropolitan centers, sports stadiums and arenas, in particular, seem to be well insulated from any protracted fuel shortages. And in fact, attendance at most major sports—both college and professional—continues to climb.

Enjoying major growth in attendance, according to Kilfoy, are horse-racing tracks. "In the past few years off-track betting had cut into the revenues of the tracks, but now it appears that the horse-racing operators are succeeding in reaching the youth market and pushing up attendance records."

Racing already is the number one spectator sport in America. Last year it attracted over 79 million fans.

By comparison, baseball—America's national sport—attracted 54.8 million fans in 1978. Other attendance figures for last year: combined attendance at college and professional football games was 48.8 million; at basketball games 39 million; auto racing 50 million; greyhound racing 20 million, hockey 9 million, and boxing 4 million.

While fast food is still the standard food at sporting events, Kilfoy notes that Americans are becoming "more sophisticated in their eating habits. Five years ago wine was looked down upon by stadium fans. However, now that we are attracting a younger market our wine sales are growing at the expense of our beer sales."

Despite rising menu prices, Kilfoy says stadium concessionaires have encountered little price-resistance from the fans. He attributes this in part to better merchandising by stadium foodservice operators. "We have come to realize that we are competing with the fast food chains on the street. We have expanded our menu offerings to include such popular items as pizza, Mexican food, deli sandwiches, etc. And we have improved the visual appeal of snack bars through the use of coordinated design themes and full-color menu signs which promote key food items."

Guests spent more than $14 each on rides, merchandise, food, etc. last year at Marriott's Great America theme parks.

Leisure Market: Foodservice Sales

1977 $1,794,278 + 13.9% sales growth

1978 $2,038,936 + 13.6% sales growth

1983 $3,504,363 + 11.4% compound annual growth

	1977 Sales (000,000)	1977 Purchases (000,000)	1977 vs 1976 Growth	1978 Sales (000,000)	1978 Purchases (000,000)	1978 vs 1977 Growth	1983 Sales (000,000)	Compound Annual Growth
Places for special events/seasonal recreation	$1,207	$446	14.7%	$1,378	$510	14.2%	$	%
Drive-in movie theaters	128	42	19.7	152	50	18.6		
Bowling lanes	365	149	10.6	404	166	10.8		
Sporting and recreational camps	95	57	10.3	105	63	10.6		
	$1,794	$695	13.9	$2,039	$788	13.6	$3,504	11.4

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The Transportation Market

The transportation market achieved the highest annual growth rate last year of all other major segments of the foodservice industry. It posted estimated sales of $1.5 billion, up 15.4 percent over its 1977 performance.

And based on our projections through 1983, it is expected to continue to lead all other market segments in compound annual growth.

Thanks to the proliferation of discount air fares, U.S. airlines flew 275 million revenue passenger miles (one passenger flying one mile) last year representing a 14 percent increase over 1977.

While the increase in airline travel has been a bonanza for terminal foodservice operators, the discount fares have been a bust for inflight caterers as airlines have cut back on the level of foodservice to cut costs.

Marriott Corp. is not alone when it reports shrinking margins for its airline catering business over the past few years. Marriott operates 43 flight kitchens in 33 cities of the U.S., Mexico, and the Caribbean.

"Changes in route awards, fares and passenger loads are impacting adversely on airline foodservice," says Marriott in its 1978 annual report.

"Discounts in air fares propelled the number of passengers enplaned to record highs in 1978. Unfortunately, the lower fares also influenced several airlines to convert some of their foodservice to snacks, which involve proportionately more labor per sales dollar than complete meals. With most pricing formulas historically based primarily on food costs, rather than labor, profits have fallen."

The sales picture for food and beverage operators at airport terminals has never been brighter. With flights booked solid over most major routes, people are arriving at airports further in advance of their departure, "which means they are spending more time waiting in our lounges and restaurants," points out Nelson Fitch, director of communications for Host International which operates food, beverage, merchandise and hotel accommodations at 23 airport terminals in the U.S. Last year sales from Host's airport operations soared 24 percent to $190 million, and it reports sales for the first half of 1979 are up 21 percent over its year earlier performance.

From Host's viewpoint there are three major trends occurring in terminal foodservice: more attractive restaurants, expanded menus, and more self-service.

"Decor is our primary advertising vehicle for our terminal restaurants," notes Fitch.

"The themes of our new facilities are tied to the history of the area. At Logan Airport we operate the Colonial dining room and Old Boston Saloon; in Minneapolis, our facilities spotlight the history of the airport and Charles Lindbergh; and our redesigned lounges at Los Angeles International reflect that market's Mexican influences as well as Hollywood and the California coast line."

In addition to theme decors, Host is adding specialty menu restaurants in its new terminal facilities. It has spent $3 million to build seven restaurants, cocktail lounges and dining boutiques in the North Terminal at San Francisco International Airport.

Two of the most unusual dining facilities in the terminal, which opened in April, are the Crab Pot and Cafe Espresso.

The Crab Pot features a seafood menu of fresh crab, shrimp, oyster

Host International's Cafe Espresso, at San Francisco International Airport, serves a variety of tortes and pastries as well as espresso and cappuccino.

Transportation Market: Foodservice Sales

1977 $1,309,848 + 12.8% sales growth

1978 $1,512,117 + 15.4% sales growth

1983 $2,879,668 + 13.8% compound annual growth

	1977 Sales (000,000)	1977 Purchases (000,000)	1977 vs 1976 Growth	1978 Sales (000,000)	1978 Purchases (000,000)	1978 vs 1977 Growth	1983 Sales (000,000)	Compound Annual Growth
Air & rail (in transit)	$ 684	$339	12.4%	$ 791	$386	15.7%	$	%
Terminal facilities	337	124	14.2	398	147	18.2		
Highway (interstate)	210	78	12.6	235	87	12.0		
Passenger & cargo liners	79	43	10.3	88	48	11.0		
	$1,310	$584	12.8	$1,512	$668	15.4	$2,880	13.8

and clam specialties as well as chowder and cioppino.

Cafe Espresso, with a canopied terrace and brick walls, serves a variety of espresso and cappuccino coffee drinks, as well as cakes, tortes, and pastries.

And to cater to its growing self service market, Host is expanding its coffeehouse and snack bar menus. For instance, Host's new North Terminal coffeehouse offers an extensive menu of hot entrees, hot and cold sandwiches, quiche and variety of salads. And its terminal snack bar offers a menu of quiche, salads, hot and cold sandwiches, chili, desserts and beverages including beer and wine.

Despite the fact that intercity bus service business "continued to lag" last year, according to Greyhound Corp., due in part to "airline discount fares and subsidized Amtrak fares," Greyhound's Post House restaurant division posted a 42 percent profit jump in 1978.

Greyhound Food Management has been able to insulate itself from the problems of its sister division by totally revamping its Post House restaurant operations over the last three years.

To turn around its marginally profitable Post House subsidiary GFM has converted 16 of its 80 bus terminal foodservice facilities into Burger Kings and plans to have 25 Burger Kings in operation by the end of next year. Two of the units are free-standing operations located on major interstate highways, but a company spokeswoman notes that the company's interstate buses stop at the restaurants while enroute to a destination.

Other Post Houses have been converted into theme restaurants which feature a number of menu specialties taken from their respective markets. In addition, GFM has instituted a new quality control program and a new management training program in its Post House division.

GFM has found that its Burger King units generate far better sales and profits in every case than its theme restaurants. And it has found that off-the-street traffic accounts for as much as 80 percent of their fast food unit sales—a major reason why Greyhound's terminal foodservice profits are up while profits from its intercity passenger business has declined.

In Omaha, Neb., the local Burger King is also the local Greyhound bus terminal.

The Retail Market

The pressure is on in-store foodservice—from within and from without—to improve its sales and profit performance or else give up its real estate to a more productive department.

From within, chain store presidents are looking at their foodservice department's contribution to store revenues. If below par, they are telling their foodservice directors to develop a strategic plan and marketing program to justify their existence. Stores are getting smaller as real estate costs continue to climb. And restaurants not only occupy valuable square feet of retail space, they are also capital and labor intensive. Traditionally, in-store food operations could prove their worth simply by the fact that they record more transactions than any other department—and thus generate traffic for other departments.

Now foodservice directors are under pressure to build profitable traffic for their own department.

From without, in-store restaurants must compete with a growing number of other in-line foodservice tenants—cookie counters, healthy foods boutiques, full-line cafeterias and theme restaurants—all of whom are vying for the patronage of today's shopper who is more price conscious, more quality conscious and more fashion oriented than ever before. And, we might add, in light of rising gasoline costs, less inclined to spend the day window shopping in suburban malls.

Retail foodservice directors are responding to these challenges with small food boutiques of their own which require a smaller investment in space, equipment and labor but which generate higher customer counts and a better ROIC. Retailers are locating these high volume food units in strategic places throughout the store to draw traffic into key merchandise areas and to create traffic through store entries which previously did not have high traffic.

And to keep up with the fashion trends in foodservice, retailers are creating restaurants within restaurants—a device that allows them to give a new look and taste to their in-store restaurants without substantial remodelling costs.

Carson Pirie Scott, for instance, in its downtown Chicago store this January converted one-third of its 450-seat full-menu Grill restaurant into the 90-seat limited menu Pub—sporting a German decor similar to a rathskeller. In addition to cocktails, draught beer, and house wines, the menu features "baked potato specialties as a meal" such as potato Reuben (baked potato topped with sauerkraut, juliennes of corned beef and Swiss cheese, lettuce and fresh fruit garnish) and potato Florentine (with creamed spinach, Swiss cheese, parmesan cheese, lettuce and fresh fruit garnish." Also featured are a variety of "soup and" as well as "sandwich and" menu combinations. "The Pub is drawing in a new customer for us," explains Walter Clesle, director of food services. Carson's Grill, which formerly was called the Men's Grill, draws in the business executive for lunch, while the Pub is attracting young men and women—shoppers as well as office workers—out for a quick, light meal."

Clesle for one is a firm believer that the healthy foods trend is here to stay and therefore is emphasizing in Carson's branch restaurants salad buffets with a greater variety of fresh fruits and vegetables "laid out under glass for maximum eye appeal." He is also testing in his branch buffets an omelet bar con-

Retail Markets: Foodservice Sales

1977 $2,887,773 + 7.0% sales growth

1978 $3,101,423 + 7.4% sales growth

1983 $4,668,060 + 8.5% compound annual growth

	1977 Sales (000,000)	1977 Purchases (000,000)	1977 vs 1976 Growth	1978 Sales (000,000)	1978 Purchases (000,000)	1978 vs 1977 Growth	1983 Sales (000,000)	Compound Annual Growth
Department Stores	$ 863	$ 345	6.6%	$ 934	$ 374	8.3%	$1,447	9.2%
Variety and general merchandise stores	61	240	6.0	633	246	2.8	871	6.6
Drug and proprietary stores	523	199	6.9	561	213	7.2	792	7.2
Other specialized retail stores (including food outlets)	886	322	8.2	973	354	9.8	1,558	9.9
	$2,888	$1,106	7.0	$3,101	$1,187	7.4	$4,668	8.5

In-store restaurants must compete with a growing number of other in-line foodservice tenants—cookie counters, healthy foods boutiques, full-line cafeterias, and theme restaurants—all of whom are vying for the patronage of today's shopper who is more price conscious, more quality conscious and more fashion oriented than ever before.

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cept where customers can order custom-made egg creations.

And he foresees suburban shopping trips becoming special occasions—families outings on weekends—as people cut back on their weekday trips. To capture this family market, Carson is expanding its traditional Sunday brunch menu to feature more crepes and quiches for the young adults and more puddings for the kids. And it plans to turn Saturdays into "family day" in its restaurants.

"We will raise our prices and give more," says Clesle, who notes that his chain has also brought back its "Western Night Buffet" which has proved to be popular among family groups in the past. Reintroduced this summer, the Western Buffet features barbecued ribs, fried chicken, breaded pork chops and all the trimmings at $4.50 per person and $1.75 for children under eight years old. Guests are entertained by a western guitarist who roves from table to table.

No longer satisfied with attracting store shoppers only, retailers are pulling in customers from off the street by opening signature restaurants inside.

Last November, Alexander's in New York City debuted its Cafe A' Lex, a 265-seat indoor cafe which sports a green carpeted promenade area with umbrella tables "outside" and "inside" a lunch counter on one-side and on the other a table-service area. The restaurant which turns its tables five times at lunch features sandwiches, quiches, bagels, salads, a special diet plate, as well as cappuccino and imported beer on tap.

It's not unusual for department store restaurants to tie into store-wide promotions with related menu specialties and festive banners. But Bloomingdale's in New York has taken this concept of cross-merchandising one step further via its new Le Train Bleu restaurant located in the back of its housewares department.

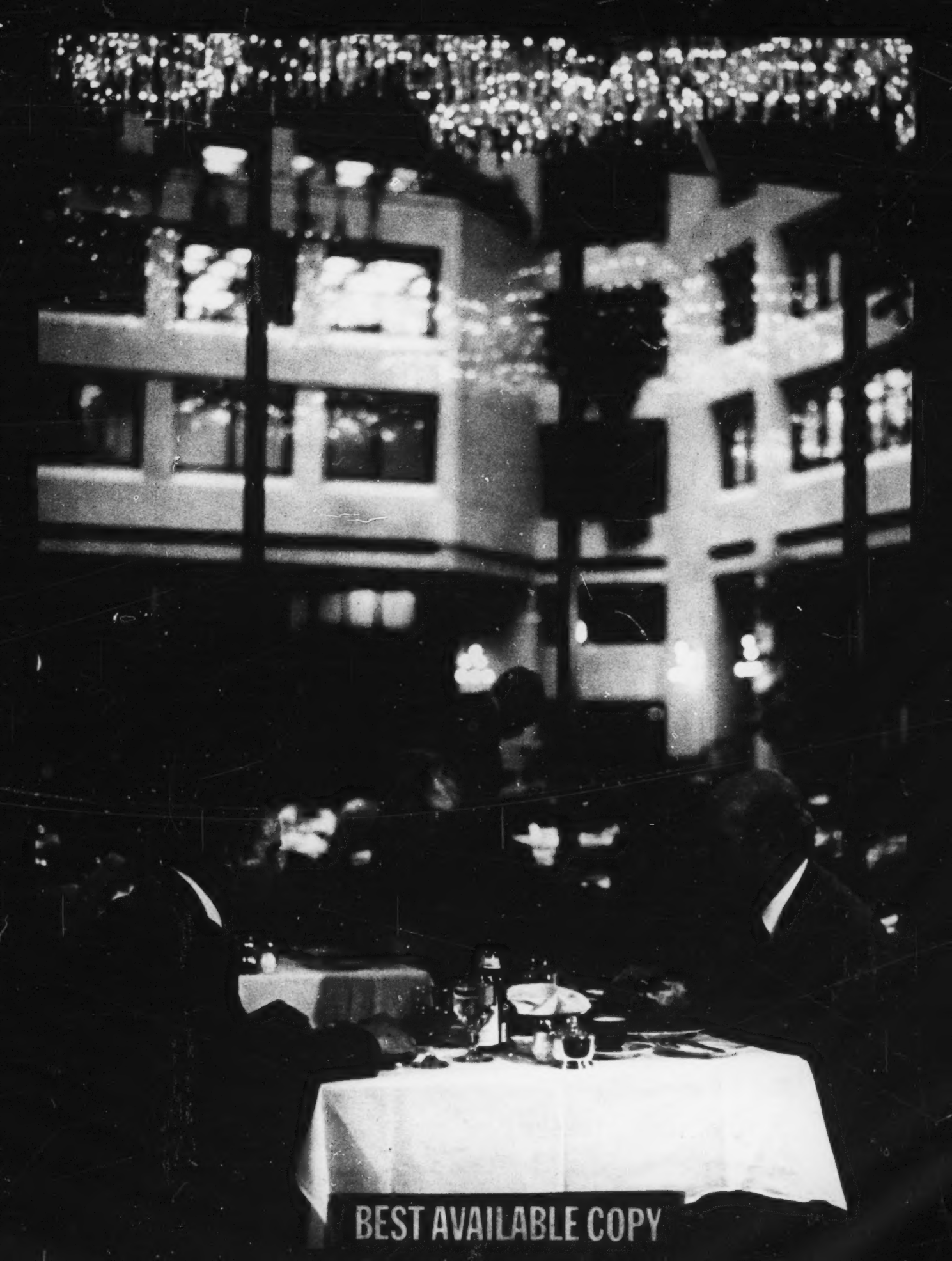
Modeled after a turn-of-the-century train dining car that ran from London and Paris to the Riviera, the 72-passenger restaurant features an international menu of food and wine that produces a check average of $14.50 and generates from 3 to 4½ turns during the shopping day depending on the day of the week. But the most remarkable feature of the restaurant is not listed on the menu, but sits on the table-tops. The table-settings are for sale elsewhere in the store, as are the food processors and other equipment visible in the exhibition kitchen.

Originally conceived as a fast food operation around which the store intended to showcase its housewares, says Will Hellemeyer, food director, "It became clear that there was a great unfulfilled demand for a sit down restaurant within the store. Gradually, Le Train Bleu evolved."

For further detail, on both Alexander's Cafe A'Lex and Bloomingdale's Le Train Bleu, turn to page 107 of this issue.

In the new Le Train Bleu restaurant in Bloomingdale's, New York City, diners can not only shop the menu but also the table settings and furnishings as many items in the restaurant are for sale in the store.

Photograph by Pierre Scharmen



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The Business/Industrial Market

The business/industrial segment of the foodservice market has enjoyed above average growth for the past two years—thanks to the expanding U.S. economy which has spurred rising employment. While total foodservice sales have increased 10.1 percent for each of the past two years, sales in the business/industrial market have jumped ahead by 11.3 percent in 1977 and 11.5 percent in 1978.

The market—which is 80 percent penetrated by contract management firms—is highly competitive. To gain a marketing edge the innovative companies serving this segment are offering their clients new on-site merchandising programs and are implementing cost-containment systems.

One of Greyhound Food Management's newest foodservice concepts is "Eatin's Easy." Introduced this spring, the program combines "the menu variety of cafeteria dining with the simplicity and speed of service found in fast-food operations." It is designed to satisfy the foodservice needs and tastes of today's mixed profile of workers whether they want a complete hot meal, fast food, or just a light soup and salad.

Foodservice in the executive dining room for the International Monetary Fund, Washington, D.C., is provided by Marriott's Food Service Management Division.

To eliminate long cafeteria lines and speed service, the program employs the fast-food format of a multiline walk-up service counter. Large overhead menu boards direct employees to one of three service stations, each with its own cashier. Employees can choose from: Food Fare (hot entree, vegetables, sandwiches, salads, dessert and beverages), Quick Check (chef's salad, tossed salad, soup, pastry, sundaes, and beverages) and Burger Express (burgers, hot dogs, french fries, onion rings, etc.).

In order to generate "employee interest and participation as well as insure a profitable sales mix," GFM plans to offer promotional specials which may change on a daily or weekly basis at each station.

According to GFM president John Teets, the Eatin's Easy program is designed to service smaller business or industry accounts which don't need a full-line cafeteria, or serve as a satellite foodservice station in a large plant or office complex.

Mannings Foodservice is expanding its GreatAmerican Feast program to include a "Top 40" menu plan. As the name implies, it consists of those menu items which have scored the highest marks in Mannings' customer preference surveys such as crepes, quiche, pizza, Mexican and Chinese specialties.

"Today inplant menus are competing with street fare," says Leo Van Meurs, president of Mannings' client services division. "In terms of new menu items, contract management firms are trend followers rather than trend setters. Today that means following the fast food trends in order to attract employees into our foodservice facilities."

Aside from fast food and ethnic

Business and Industry: Foodservice Sales

1977 $5,293,978 + 11.3% sales growth

1978 $5,901,605 + 11.5% sales growth

1983 $9,044,567 + 8.9% compound annual growth

	1977 Sales (000,000)	1977 Purchases (000,000)	1977 vs 1976 Growth	1978 Sales (000,000)	1978 Purchases (000,000)	1978 vs 1977 Growth	1983 Sales (000,000)	Compound Annual Growth
Contract feeding in plants (cafeterias primarily)	$1,610	$ 750	11.0%	$1,790	$ 834	11.2%	$2,789	9.3%
Contract feeding in business offices	422	197	11.2	470	219	11.5	743	9.6
Internal feeding plants and business	1,053	515	10.3	1,167	571	10.8	1,777	8.8
Waterborne employees	192	116	8.1	209	127	8.8	283	6.2
Mobile on-street catering	333	117	13.0	378	132	13.3	611	10.1
Food vending machines (excluding soft drinks and candy)	1,683	572	12.2	1,887	642	12.1	2,842	8.5
U.S. Defense personnel		837			912	8.9		
Food furnished food service employees		2,357			2,634	11.8		
	$5,294	$5,462	11.3	$5,902	$6,070	11.5	$9,045	8.9

specialties, Van Meurs notes a growing demand for "healthy" foods among its business and industry clients. "We implemented a Natural Foods program one year ago and it's now in 20 percent of our accounts. We see interest in natural foods growing and we expect to have it in virtually all our accounts within the next few years."

For the diet and fitness conscious employees of its business and industrial clients, ARA Food Services is currently developing several "Physfoods" programs as an offshoot of its Rainbow system of nutrition education for school children.

The program was initiated last April by ARA registered dietitian Merle McKinley at the request of ARA client, the Boeing Co. in Seattle, as part of that company's Physical Fitness Training Table program.

As part of its Rainbow project at Boeing, ARA has written a series of articles on nutrition called "From the Inside Out," for publication in the company's employee magazine.

Rainbow posters and foods displays are located within the various eating facilities throughout the Boeing complex and special Rainbow menu items are made available at each foodservice location. ARA has even introduced Rainbow snacks in the plant's vending machines—sesame sticks, sunflower seeds, cheddar cheese chips, dry roasted peanuts, raisins, etc.

The Boeing program has proven so successful that ARA is now offering the series of articles on nutrition to its other business and industry clients for publication in their house organs.

And it will soon make available to them a nutritional menu program call "One Week at a Time"—based on the revised U.S. Dietary Goals published by Sen. McGovern's select committee on nutrition in 1977.

Posters and table tents explain the seven dietary goals recommended by the Senate committee. And each week employees are encouraged to pursue a specific goal by selecting foods in the cafeteria which have been designated as meeting that week's dietary objective.

This year, Canteen Corp. has also unveiled a nutrition education program for workers. "With so many health problems nutrition-related—including such serious conditions as obesity, high blood pressure and heart trouble—we anticipate that the program will have far-reaching, positive effects on productivity," says Canteen president Howard Miller.

Health Fare provides health tips on colorful memo sheets displayed in Canteen-managed plant cafeterias. Subjects include menu selection,

To enable night-out employees to dine "outside," ARA has developed the Greenhouse to handle a combination of vended and push-hour manual foodservice.

weight reduction, fad diets, exercise, fat and cholesterol, sodium, fiber, daily nutritional requirements, and functions of basic vitamins. Calorie counter handouts will also be available to customers.

To keep a lid on rising food and labor costs which have eroded margins in their P&L accounts, contract management firms are stressing cost containment.

ARA, for instance, is relying on computers as an important aid in controlling costs. ARA's FOCUS (Food Operations Computerized Unit Systems) forecasts numbers of customers, precosts menus, and calculates food costs and usage. For day-to-day operations control, the system preprints a weekly inventory book, daily food production orders, storeroom requisitions and recipe cards batched to the number of portions for which customers are forecast.

To reduce its reliance on expensive vending equipment, The Macke Co. is employing a self-service food area called the Macke Mart. It offers employees a wide range of packaged foods displayed in open refrigerated cases and country-style wicker baskets. Hot foods such as soup and French fries are also available. "This method of feeding can improve sales by 15 to 20 percent in particular situations, and represents about half the investment of a 12-to-15 machine vending banks," points out Macke president Joe Kingrey.

Two major court decisions this year have sent shock waves through the business and industry foodservice market.

In May the Supreme Court ruled that employers who offer inplant cafeteria and vending services can be required to bargain with their workers over food prices and services. The case involved the Ford Motor Co's refusal to bargain with its union representatives over planned increases in food and beverage prices at one of its Illinois plants. The fact that a third-party supplier (contract caterer) might be involved does not matter, said the Court.

New York state business and industry feeders also lost an important court case this summer. There, they lost their appeal in the state's High Court to overturn a N.Y.S. Tax Commission ruling, involving Stouffer's, that said contract caterers must pay state sales tax on subsidy payments toward the price of a meal.

Legislation has been introduced in New York to prohibit the collection of sales tax on the subsidy payments. At stake are millions of dollars of sales tax bills that would be retroactive to 1974.

Greyhound Food Management is dressing up its public-area foodservice facilities with theme vending bank installations.

The Student Market

The student foodservice market lags behind all other major market segments in terms of its growth rate. Last year sales in this market reached $5.2 billion—up only 7.2 percent from the year earlier. And our five-year forecast shows the student market growing at only a 6.4 percent compound annual growth rate through 1983 when sales are expected to top $7 billion.

Hurting the growth of elementary and secondary school foodservice programs is the current surge in state tax reform amendments—such as California's Proposition 13—which make it difficult for states to match Federal government funding to expand their subsidized lunch and breakfast programs.

Pressured by taxpayer groups to put a lid on government spending, local and county education boards are turning to contract caterers and their professional management skills to cut costs. Last year, contract management firms accounted for 22 percent of the $2.4 billion elementary and secondary school market. By 1983 contract foodservice firms are expected to service 24 percent of this market which is projected to reach $3.2 billion in sales.

Among the cost containment programs contract management firms are instituting at the primary and secondary school level:

- Preparing and plating student meals at a central kitchen within the school district in order to reduce the cost of skilled labor needed for on-site preparation. Preplated meals are shipped to each school in thermal containers and reheated just prior to the meal period;
- Central purchasing of food supplies to take advantage of vender discounts on high volume orders;
- Computerized menu analysis which allows management firms to spot and react to changes in ingredient food costs on a more timely basis. Recipes can be adjusted to take advantage of lower cost ingredients and supplies.

In response to the increased participation by contract management companies in the National School Lunch Program, the federal government last year issued new USDA regulations to "protect such schools by setting up new controls over the terms and performance of contracts." In addition, the rules require that all contracts, as well as all local food service procurement, comply with Federal standards now in effect for state agencies.

The Rainbow system of nutrition education is explained to public school children by an ARA supervising dietitian. ARA recently adapted this program for use in its business and industry accounts as well.

As noted in the winter 1979 edition of the USDA's National Food Review publication, under the new rules, bids will be based on a 21-day menu cycle. Payment will be made only for food that meets specifications listed in the contract. Other contract provisions will detail recordkeeping and health certification requirements.

And under a proposed rule published this July in the Federal Register, the USDA is moving to restrict the sale of foods "of minimal nutritional value" until after the last lunch period. If adopted, the USDA ruling will affect 92,000 schools as of January 1, 1980.

The USDA has defined four categories of foods of limited nutritional value: soda water, water ices, chewing gum and candies. According to the USDA virtually all foods in these categories "provide less than five percent of each of the eight specified nutrients per 100 calories and per serving."

To overcome plate waste, some school systems are abandoning the traditional Type A lunch and in its place offering nutritionally enriched fast food fare—tacos, pizza, french fries, cheeseburgers, and super-shakes. New York City is currently testing such a program in three of its city high schools. The program is modelled after "The Energy Factory" system introduced in the Clark County Nevada school system in 1972.

Despite the fact that such fast food plans dramatically increase the number of students who eat in lunchrooms, some child nutritionists criticize the program for "pandering to the tastes built by the fast-food market." These critics charge that schools are fostering bad eating habits in children.

Colleges and universities are also seeking outside help from foodservice management firms to help check spiraling costs and to upgrade on-campus foodservice systems.

Last year contract caterers accounted for 33 percent of the $2.7 billion in foodservice sales on our nation's campuses. And by 1983 we project they will have a 35 percent share of the college and university market which is expected to increase to $3.8 billion.

Today students are finding as much variety in foodservice on campus as they are in off-campus restaurants—from fast food to formal dinners.

In addition to traditional cafeteria fare, students can choose from salad bars, build-your-own sandwich stations, healthy foods counters and even have a pizza delivered.

To keep up with the campus sprawl at the country's major colleges and universities, caterers are opening up satellite foodservice centers which offer a variety of fast foods, limited hot entrees and are supported by vending banks.

Caterers are finding these on-campus cash markets lucrative so long as the school administrators avoid putting "unreasonable restrictions" on the prices they can charge. On-campus board programs however are giving caterers a huge dose of indigestion. They usually operate such programs under fixed price contracts signed at the beginning of the school year. When food costs rise substantially higher than expected—as is the case this year—they find themselves operating at a loss.

Student Market: Foodservice Sales

1977 $4,806,762 + 6.3% sales growth

1978 $5,151,203 + 7.2% sales growth

1983 $7,009,811 + 6.4% compound annual growth

	1977 Sales (000,000)	1977 Purchases (000,000)	1977 vs 1976 Growth	1978 Sales (000,000)	1978 Purchases (000,000)	1978 vs 1977 Growth	1983 Sales (000,000)	Compound Annual Growth
School-internal (public, parochial, elementary & secondary)	$1,793	$2,468	3.4%	$1,892	$2,645	5.5%	$2,431	5.1%
School-contract	482	227	7.6	520	244	7.8	75	7.6
Colleges, universities-internal	1,708	975	7.9	1,843	1,052	7.9	2,489	6.2
Colleges and universities-contract	823	291	8.9	896	317	8.9	1,339	8.4
	$4,807	$3,962	6.3	$5,151	$4,259	7.2	$7,010	6.4

* Actual cash receipts from children reported by states to USDA (plus parochial and other private schools). Sales are lower than purchases because of subsidy programs.

** Not including $680,723,556 worth of commodites and milk; a 9.6% increase from 1976.

The Health Care Market

While the health care market—the second largest industry segment—is expanding at a slower pace than the overall foodservice market, it represents a major growth field for contract management firms. "Health care is the least penetrated foodservice market by management firms," notes John Metz, president of Custom Food Management Systems, Inc.

"Foodservice management companies account for less than 20 percent of the sales in this market. However, a growing number of hospital and nursing home directors are turning to outside management firms to help them contain the rising food and labor costs associated with their dietary departments."

Among the benefits contract management firms provide their health care clients, according to Metz, are: standardized operating controls and procedures, better purchasing power, and more efficient staff training and labor control systems.

"Our only asset is our people," points out Metz. "We are all faced with rising labor costs and the challenge of reducing employee turnover. But in the health care field these problems are particularly serious. Our company is developing a number of programs to train and motivate both hourly employees and unit managers. We have an ongoing management seminar program which instructs our managers in the behavioral sciences to help them motivate their unit employees. To lessen the strain turnover places on our operations we are emphasizing cross training for various positions in the dietary department. And we are working at reducing turnover by improving our career advancement opportunities and incentives."

Morrison Food Services, last October introduced a 10-part Cost Containment Program (concluded this spring) "to do our share in cutting overall hospital cost by two percent which is the goal of the President's Voluntary Effort Program," notes Everett C. Mills, senior vice president. Morrison is one of the leading healthcare caterers in the South. Over 60 percent of their 250 contract foodservice clients are hospitals and nursing homes.

According to Mills, Morrison's cost containment program was developed "to ease the cost/quality squeeze in customer/patient meal service. There has never been a year in the foodservice industry quite like it. The near 20 percent rise in food costs this year coupled with the climbing inflation rate and new minimum wage bases have burdened foodservice operators everywhere. The priorities of costs have risen to the forefront of management concern, often with the result of compromising meal quality to meet budget goals."

The first phase of Morrison's cost reduction program was implemented by its health care operations only. However, successive phases were put into effect in all its contract accounts.

In the first phase, the company's dietary managers were asked to complete an initial productivity evaluation. A formula was given to the Morrison hospital and nursing home managers to help them determine the total numbers of meals served per man hour worked. This allowed them to determine their productivity ratio, by which the measurement for department productivity through the subsequent phases of the actual cost-

Patient meal service at Philadelphia College of Osteopathic Medicine last year was switched from a traditional food production system to the Regethermic system of cook/chill/reheat by Custom Food Management Systems, Inc. In photo above, a CFMS dietary aide is shown inserting entrees into a thermal hood.

saving plan could be taken.

Successive phases of the 10-part plan then came twice a month. It involved the managers in unit analyses, food cost controls, increasing sales and customer satisfaction, cafeteria cost analyses, control of nourishment cost (for health care units only), paper cost reductions, proper use of chemicals and cleaning compounds, reduction of direct cost and finally budget planning for fiscal 1980.

The reductions in costs have varied from unit to unit under the plan, but overall decreases in expenses have fluctuated from two to eight percent, according to Mills.

In some units where cost did not decrease, it was held to the same cost figure of last year. In no units did cost increase. "Considering the 18 percent rise in food costs some units have seen," says Mills, "and the inflation rate that is now double digit, the retained cost has proven to be a great unit savings."

While labor costs were pushed down through staff and work schedule changes, food cost controls and increased sales showed the most dramatic results in reducing costs.

"By suggested careful menu planning, managers were able to trim meal costs significantly, as a wider variety of items were substituted for expensive ones," notes Mills. "Tight surveillance of portion control both in planning and in serving helped cut cost on the front end. Immediate use of leftovers also emerged as a creative and productive cost cutting tool.

"The greatest stimulant to lowered cost, however, was seized in the active promotion of menu specials and special events which helped us build sales in the employee cafeterias to offset some of the fixed costs associated with hospital foodservice."

Indeed, today health care feeders are employing merchandising programs to improve the dining experience for patients as well as hospital employees. "We plan special events for our patient trays," notes Mills, "in order to assist the hospital administrator make the patients' stay a pleasant one."

Aside from the therapeutic value of a hospital's dietary program, the level of foodservice plays a major role in determining what hospital a patient selects for treatment. And the closer a hospital operates to its patient capacity, the more cost efficient it becomes.

To add another dimension to its foodservice capabilities, this March the Albert Einstein Medical Center, Northern Division, in Philadelphia, introduced "A Taste of Philadelphia" as part of its patient and employee feeding program.

The program offers employees the chance to enjoy a gourmet meal in the hospital's cafeteria which has been prepared according to recipes donated by restaurants throughout the city. Patients who are on non-restricted diets are also able to select the special meal.

Restaurants participating in "A Taste of Philadelphia" include: The Frog, The Fishmarket, The Black Banana, Chestnut Hill Hotel, La Terrasse, Wildflowers, and Le Bec Fin.

Aside from the above, Northern Division provides 11 different selective menus for its 600 patients, including Kosher meals, and a full selection of meals for its 3,000 employees.

Health Care Market: Foodservice Sales

1977 $7,415,486 + 8.1% sales growth

1978 $4,029,797 + 8.3% sales growth

1983 $11,361,141 + 7.2% compound annual growth

	1977 Sales (000,000)	1977 Purchases (000,000)	1977 vs 1976 Growth	1978 Sales (000,000)	1978 Purchases (000,000)	1978 vs 1977 Growth	1983 Sales (000,000)	Compound Annual Growth
Hospital-internal	$5,012	$2,275	7.7%	$5,408	$2,500	7.9%	$ 7,382	6.4%
Hospital/Nursing home-contract	616	246	8.9	672	269	9.1	978	7.80
Other institutions for specialized care including nursing and old age homes, orphanages, etc.)	1,788	1,148	9.1	1,954	1,261	9.3	3,001	9.0
	$7,415	$3,669	8.1	$8,034	$4,030	8.3	$11,361	7.2

12th Annual Restaurant Growth Index

By Robert M. Katz

For a national corporation, an investigation of the data presented this year, could provide a snapshot of the country, market-by-market. This would enable them to spot changes in the marketplace and react accordingly. They would be able to pinpoint areas where another establishment could be opened, or perhaps where one should be closed. A diagnostic report could identify areas where additional spot TV coverage could be put to best use. It might also demonstrate some strong state-to-state relationships, metro areas versus non metro areas, or strong regional preferences.

The Restaurant Activity Index (RAI) is the ratio of an area's percentage of eating place sales to its percentage of food store sales, expressed as an index where 100 is the norm. An index below 100 indicates that eating place sales fall below average activity, while an index of over 100 indicates above average activity.

One might expect a given market's share of U.S. food store sales to equal its share of U.S. eating place sales. Of course, they seldom do. In many parts and regions of this country, the propensity for eating out has taken second to eating at home, as Table I demonstrates.

Table I shows the tremendous variations that can be found throughout the United States. Per capita eating place sales in the United States is $282; $224 in the East South Central States; $234 in the Middle Atlantic States and $245 in the Mountain States. The Pacific and South Atlantic States reveal substantially higher sums at $356 and $304 respectively. Regions with the lowest per capita eating expenditures also have low RAI's: East South Central 80; Middle Atlantic 82 and Mountain 88. Conversely, the Regions with higher per capita eating expenditures have sharply higher RAI's, e.g., Pacific 115 and South Atlantic 109. Not too surprisingly, the West North Central States (Farm Belt) have the lowest per capita food store sales.

The variations in Table I reflect many different phenomena. Certain regions have a much higher concentration of urban areas. The people in those urban areas eat out more often than those in a rural area where they tend to consume more home grown food. Travel time, distance to a restaurant and extended work hours play a role in lowering the RAI. Another factor affecting the RAI is climate, since travelling to eat out in a blizzard is not too common.

The Restaurant Growth Index (RGI) is a very different measure. The RGI relates the share of two different distributions. The numerator reflects the daytime and nighttime population (DNP) of an area—they are the potential food service population. The nighttime population is the resident population of that area. Daytime population supplements nighttime population by including the commuting workforce and transient population. The RGI contrasts the percent of the daytime and nighttime population (DNP) to the

continued on page 160

Mr. Katz is Manager, Statistical Services of Market Statistics, a division of Bill Communications, Inc. *Retail Sales data are copyrighted by* Sales and Marketing Management *and further reproduction is forbidden.*

Table I
Restaurant Activity Index (RAI)

Region	Population % U.S.	Food Store Sales % U.S.	Eating Place Sales % U.S.	Food Store Sales Per Capita ($)	Eating Place Sales Per Capita ($)	RAI
New England	5.6167	5.6484	5.7214	841	287	96
Middle Atlantic	18.8611	17.0110	13.9906	814	234	82
East North Central	18.9939	19.1999	19.4230	751	291	107
West North Central	7.7948	8.0943	8.0401	665	246	104
South Atlantic	15.9178	15.7131	17.1694	799	304	109
East South Central	6.4139	6.2439	5.1030	799	224	80
West South Central	10.1373	10.6366	10.3641	849	268	97
Mountain	4.7889	4.7021	4.1401	799	245	88
Pacific	15.8775	14.9726	17.2434	885	356	115
United States	100.0000	100.0000	100.0000	804	282	100

Table II
Restaurant Growth Index (RGI-1977)

Metro Area	(1) Resident Population % U.S.	(2) (DNP) Daytime Nighttime Population % U.S.	(3) Eating Place Sales % U.S.	(4) RGI
Las Vegas	.1652	.9540	.1939	492
Los Angeles	3.2355	3.7586	4.7398	79
Miami	.6759	1.1233	1.0986	102
New York	4.3621	5.8915	4.2456	139
Santa Barbara	.1333	.1539	.2204	70

percent of eating place sales. Areas that have high concentration of DNP usually have a high index.

Table II illustrates the RGI for several markets in the United States. Las Vegas is unique as a natural consequence of the extraordinarily large tourist volume (and the large casino volume). Resident population accounts for only .1652 percent of total U.S. population, but for DNP the percent catapults to .9540 percent. These are the factors that explain an RGI of 492.

New York is a market with substantial transient population. The RGI numerator is 5.8915 compared to a population of 4.3621 percent. This indicates 39 percent more DNP than the norm. This is the result of tourism and high levels of commuter employment.

A different perspective is offered by Santa Barbara, whose population is .1333, while the percent of Eating Place Sales is .2204. The lifestyle and climate of Santa Barbara encourages much greater sales of eating places. Santa Barbara's RGI of 70 is the result of a larger sales volume in eating places than the DNP would indicate.

Miami provides another variation. Its population constitutes .6759 of the United States, yet both eating place sales (1.0986) and DNP (1.1233) are considerably higher. That is the result of Miami's climate and tourism as well as their greater concentrations of DNP and eating place sales. The RGI for Miami of 102 is about the norm.

The RGI is a sensitive index, sensitive to opportunity and change. Historically, certain areas of the United States have developed as centers for various activities. Hotel and motel receipts are concentrated in selected areas. In addition, a central city of a metropolitan area may be the center of employment for the surrounding county or counties.

The 1970's have seen an explosion of sales in the foodservice industry. One of the reasons for that explosion is a change in lifestyle, which most assuredly will continue to evolve throughout the eighties. For example, the frequency of a family eating out has risen throughout the 1970's. However, at the present time, long lines at gas stations and weekend closings, driving to and from a restaurant must, for the moment, be a planned activity with regard for distance, tank capacity, time of day, day of week, and license plate number (even or odd). This situation, should it continue unabated into the eighties, would have a severe impact on life styles. Those life style changes would severely affect the foodservice industry.

Another phenomenon of the 70's is the full-blown emergence of the working woman. There has been an explosion in the number of households with two wage earners, bringing its own changes in life style. Leisure time has become more precious, and with the extra income, dining out has also become more automatic. This, no doubt, will be the pattern for the future, especially if inflation continues to force more and more women into the labor market. This can offset some of the problems created by the current and anticipated energy crisis.

Another noticeable change in life style is the tendency toward smaller size households. For many families, eating out is considered a regular habit rather than a luxury, such as eating out *every* Tuesday, Saturday and Sunday. The probability of a family of three eating out is greater than for a family of six. The fact that the number of smaller size households should continue to grow in the next decade is good news for the foodservice industry.

These changing times not only create new problems, but will ultimately bring new opportunities. Marketers, especially in this highly competitive industry, must use all available resources to optimize their sales and profits. It is within that context that the full value and usefulness of diagnostic data can be appreciated.

In general terms, the prospects for the growth of the restaurant industry are favorable. One can expect some of the current difficulties to ease over the next few years. A more orderly and stable supply of gasoline, for example, should come about. Women will continue to take jobs in large numbers, whether as an incentive to augment family income at a time of inflation or the desire to work at a job. Smaller households

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with two wage earners will find it practical and pleasurable to dine out more frequently.

By themselves, these trends cannot be relied upon to fulfill expectations of increased restaurant profits. They must be supported and expanded upon by such highly relevant data as transient population and other demographic factors, plus data on the overall economic and employment conditions in a given area. The proper data and their correct application to particular circumstances, can help to optimize sales and profits in the restaurant industry.

Definitions

Eating and Drinking Places: (1978 sales)

Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and/or drinking concessions in theaters, hotels, amusement parks, etc. Restaurants and lunch counters operated by department stores are classified in General Merchandise Group; those operated by hotels are classified in the Hotels Group.

Eating Places: (1978 sales)

Includes retail sales of restaurants and lunch rooms, social caterers, cafeterias, fast food sales, contract feeding and ice cream and frozen custard stands. Excludes drinking place sales.

Restaurants: (1978 sales)

Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages. Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared food and nonalcoholic beverages are classified as "Drinking places."

Fast Food: (1978 sales)

Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

Food Stores:

Establishments selling food primarily for home consumption. The definition embraces grocery stores, meat markets, fish markets, fruit and vegetable markets. Also included are candy, nut, and confectionery stores, dairy product stores, retail bakeries and egg and poultry dealers. Although food store sales include revenue from sales of nongrocery items, they still are most useful in determining how much people spend for food products.

Market Share:

Represents the percent of eating place sales from fast food units or from restaurants. It is indicative of customer preference for these types of establishments in that area.

Restaurant Activity Index (RAI):

The percent of U.S. eating place sales divided by the percent of U.S. food store sales, expressed as an index. An index greater than 100 indicates more than average propensity to eat out rather than at home.

Restaurant Growth Index (RGI):

The weighted percent of U.S. population (resident) employment and transient volume (hotel and motel receipts) divided by the percent U.S. eating place sales expressed as an index.

Standard Metropolitan Statistical Area (SMSA):

Revised criteria by the U.S. Office of Federal Statistical Policy and Standards provide that an SMSA must include either (1) one city with a population of at least 50,000; or (2) one city with a population of at least 25,000, which, when combined with contiguous places having a density of 1,000 or more people per square mile, will have a population of at least 50,000 (provided that the city and contiguous places are in a county or counties with a population of at least 75,000).

A contiguous county is included in an SMSA if at least 75 percent of the resident labor force is nonagricultural, and at least 30 percent of the resident employed workers work in the area. A contiguous county that does not satisfy those requirements will be included if at least 75 percent of the resident labor force is nonagricultural and if it meets at least two criteria of metropolitan character and one criterion of metropolitan integration. Minimum criteria of character: (1) 25 percent of population is urban; (2) population gain of 15 percent between two most recent decennial censuses; and (3) density of 50 persons per square mile. Minimum criteria of integration: (1) 15 per cent of resident employed workers work in the area; (2) 15 percent of the county's employed workers live in the area; and (3) sum of workers commuting to and from the central county or counties is equal to 20 percent of the employed workers living in the county.

SMSAs are defined by the government along county lines except in New England, where towns and cities are the units of definition. The federal government's alternative, but unofficial, New England County Metropolitan Areas, comprised of whole counties rather than cities and towns, are used for those states.

Potential Metropolitan Area:

An area not officially designated as a Standard Metropolitan Statistical Area by the U.S. Office of Federal Statistical Policy and Standards, but that Market Statistics, Inc., the research division of Bill Communications that prepares these statistics, estimates comes closest to satisfying the qualifying criteria. Places are considered to meet the requirement of contiguity if

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they are less than one mile apart, or, where the gap separates populations totalling 50,000 or more, if they are less than two miles apart. No potential metropolitan area falls more than 12 percent short of satisfying all quantitative requirements, and most importantly, each area has a city or group of contiguous or nearly contiguous places with a combined population of at least 44,000.

As the name "potential metropolitan area" implies, *Sales & Marketing Management* so designates those areas because it considers them prime candidates to achieve standard metropolitan area status in the near future. From the marketing point of view, some are even more important than the smaller SMSAs, but have been deprived of official recognition because they do not meet all the requirements of the government. Of the 300 metropolitan areas, 33 are *Sales & Marketing Management* potential metropolitan areas. In the past, 80 percent of the potential areas have eventually received official status.

Television Market:

The TV markets are the American Research Bureau's Areas of Dominant Influence (ADIs). ARB studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name for that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARB splits certain counties, treating each portion as if it were a separate county.) Each county, (or portion) is allocated exclusively to a single ADI; thus overlap is eliminated. All of the area of the United States is covered except for Hawaii and part of Alaska.

Sales by Metropolitan Area

This segment of the RGI report shows 300 metropolitan areas which include 33 *Sales & Marketing Management* potential metropolitan areas. The remainder are Standard Metropolitan Statistical Areas.

	1978							
	Eating & Drinking	Eating	Fast Food		Restaurant			
STATE Metro Name	Place Sales ($000)	Place Sales ($000)	Sales ($000)	Market Share	Sales ($000)	Market Share	RAI	RGI
ALABAMA								
Anniston	14,735	13,997	6,014	43	6,566	47	60	150
Birmingham	282,876	268,856	117,056	44	105,419	39	110	84
Florence	28,912	28,510	13,081	46	11,150	39	86	90
Gadsden	30,192	29,346	13,483	46	11,068	38	85	66
Huntsville	89,333	85,589	35,275	41	34,489	40	112	82
Mobile	136,336	122,917	50,822	41	54,549	44	99	84
Montgomery	73,460	70,476	28,377	40	32,248	46	104	95
Tuscaloosa	32,851	32,377	15,892	49	11,070	34	100	81
Non-Metro Portion of State	195,287	186,624	80,190	43	87,557	47	57	133
State Total	**890,972**	**845,327**	**364,069**	**43**	**356,303**	**42**	**86**	**96**
ALASKA								
Anchorage	91,382	64,561	20,759	32	31,161	48	78	122
Non-Metro Portion of State	104,268	64,068	14,146	22	44,135	69	79	133
State Total	**195,650**	**128,629**	**34,905**	**27**	**75,296**	**59**	**79**	**127**
ARIZONA								
Phoenix	380,809	333,987	100,192	30	194,870	58	79	122
Tucson	127,056	110,318	40,399	37	60,242	55	81	115
Non-Metro Portion of State	136,633	114,872	24,606	21	81,922	71	62	124
State Total	**644,498**	**559,177**	**165,197**	**30**	**337,034**	**60**	**75**	**121**

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STATE Metro Name	1978 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
ARKANSAS								
Fayetteville - Springdale	32,569	31,532	15,094	48	14,081	45	72	117
Fort Smith	55,053	50,908	22,497	44	21,564	42	109	82
Little Rock - North Little Rock	101,727	97,822	40,587	41	44,567	46	95	123
Pine Bluff	21,849	20,888	9,993	48	9,039	43	81	86
Texarkana	32,274	29,876	10,519	35	14,280	48	79	93
Non-Metro Portion of State	219,375	207,912	75,900	37	108,265	52	63	126
State Total	**449,573**	**426,569**	**169,811**	**40**	**206,713**	**48**	**75**	**115**
CALIFORNIA								
Anaheim - Santa Ana - Garden Grove	926,529	875,545	253,095	29	587,831	67	156	66
Bakersfield	156,145	139,760	43,335	31	87,004	62	124	61
Fresno	176,206	151,341	56,927	38	84,521	56	113	78
Los Angeles - Long Beach	3,141,077	2,845,780	850,026	30	1,771,715	62	128	83
Modesto	71,724	60,308	21,295	35	35,609	59	68	93
Oxnard - Simi Valley - Ventura	149,455	136,933	51,956	38	77,326	56	96	82
Riverside - San Bernardino - Ontario	468,261	416,574	128,572	31	260,036	62	108	84
Sacramento	293,287	250,915	89,923	36	138,479	55	77	100
Salinas - Seaside - Monterey	126,019	114,159	28,646	25	80,168	70	139	77
San Diego	685,925	604,873	188,202	31	385,151	64	121	84
San Francisco - Oakland	1,458,882	1,272,325	331,041	26	797,683	63	131	97
San Jose	443,752	395,853	132,328	33	226,553	57	88	98
Santa Barbara - Santa Maria - Lompoc	142,189	130,887	32,536	25	89,505	68	155	73
Santa Cruz	77,304	71,632	19,923	28	45,714	64	133	61
Santa Rosa	78,595	64,629	16,443	25	44,121	68	72	109
Stockton	125,439	106,153	38,219	36	62,284	59	123	68
Vallejo - Fairfield - Napa	121,378	104,450	30,080	29	60,604	58	121	66
Non-Metro Portion of State	538,318	456,508	130,870	29	300,737	66	91	90
State Total	**9,180,485**	**8,198,625**	**2,443,417**	**30**	**5,135,041**	**63**	**119**	**84**
COLORADO								
Colorado Springs	99,097	86,755	26,552	31	50,419	58	133	100
Denver - Boulder	511,511	445,546	122,866	28	265,278	60	113	109
Fort Collins	49,778	46,928	12,479	27	31,325	67	128	68
Greeley	26,188	22,907	6,094	27	15,288	67	92	105
Pueblo	29,151	22,473	9,187	41	12,787	57	63	140
Non-Metro Portion of State	162,453	143,120	38,042	27	95,570	67	100	93
State Total	**876,178**	**767,729**	**215,220**	**28**	**470,667**	**61**	**110**	**103**
CONNECTICUT								
Bridgeport - Stamford - Norwalk - Danbury	254,409	230,715	60,903	26	145,496	63	93	105
Hartford - New Britain - Bristol	318,843	288,802	84,420	29	158,773	55	90	119
New Haven - West Haven - Waterbury - Meriden	230,902	210,004	65,861	31	121,556	58	106	104
New London - Norwich	70,455	58,273	21,505	37	34,137	59	91	101
Non-Metro Portion of State	47,076	41,388	12,027	29	25,129	61	60	135
State Total	**921,685**	**829,182**	**244,716**	**30**	**485,091**	**59**	**92**	**111**
DELAWARE								
Wilmington	180,458	155,099	67,395	43	71,914	46	99	94
Non-Metro Portion of State	77,809	71,531	21,724	30	40,433	57	123	58
State Total	**220,279**	**200,185**	**78,094**	**39**	**99,328**	**50**	**105**	**81**
DISTRICT OF COLUMBIA								
Washington	1,300,580	1,247,176	393,418	32	633,011	51	149	93
State Total	**417,369**	**395,165**	**83,702**	**21**	**208,220**	**53**	**257**	**104**

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Circle No. 83→

Metro Areas

STATE Metro Name	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	1978 Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
FLORIDA								
Bradenton	59,292	51,477	16,379	32	31,829	62	99	58
Daytona Beach	154,393	143,763	43,476	30	91,653	64	164	89
Fort Lauderdale - Hollywood	541,161	495,153	143,619	29	328,324	66	153	68
Fort Myers - Cape Coral	76,797	71,157	18,037	25	49,691	70	115	86
Gainesville	52,991	51,719	22,093	43	23,389	45	103	59
Jacksonville	264,674	248,027	86,274	35	132,906	54	144	90
Lakeland - Winter Haven	93,879	88,286	27,629	31	52,715	60	85	86
Melbourne - Titusville - Cocoa	97,588	88,250	30,251	34	47,976	54	115	84
Miami	772,290	725,433	205,061	28	420,162	58	160	90
Orlando	334,293	311,108	119,022	38	157,737	51	160	100
Panama City	54,249	50,016	15,914	32	30,927	62	179	66
Pensacola	104,869	90,812	40,452	45	40,312	44	101	69
Sarasota	62,503	58,629	14,531	25	37,794	64	92	113
Tallahassee	69,590	67,898	31,535	46	29,805	44	128	56
Tampa - St. Petersburg	633,796	575,818	194,071	34	304,881	53	129	75
West Palm Beach - Boca Raton	206,532	182,853	51,294	28	110,230	60	101	93
Non-Metro Portion of State	407,115	370,073	117,724	32	228,809	62	90	81
State Total	**3,986,012**	**3,670,472**	**1,177,362**	**32**	**2,119,140**	**58**	**129**	**82**
GEORGIA								
Albany	43,384	40,920	18,565	46	18,301	45	120	62
Athens	34,415	32,650	15,034	46	15,389	47	138	67
Atlanta	871,500	836,632	321,945	38	378,116	45	201	76
Augusta	67,033	61,744	28,455	46	27,734	45	79	102
Columbus	56,153	52,879	30,974	59	17,418	33	94	97
Macon	66,311	62,940	29,056	46	26,062	41	105	98
Savannah	78,663	72,317	21,503	30	37,009	51	117	76
Non-Metro Portion of State	384,595	366,258	168,379	46	172,620	47	69	107
State Total	**1,590,853**	**1,516,147**	**628,199**	**41**	**689,572**	**45**	**121**	**86**
HAWAII								
Honolulu	396,511	360,986	96,914	27	216,237	60	195	91
Non-Metro Portion of State	89,838	84,849	18,816	22	59,518	70	140	157
State Total	**486,349**	**445,835**	**115,730**	**26**	**275,755**	**62**	**182**	**104**
IDAHO								
Boise	63,612	55,296	18,485	33	26,516	48	133	77
Pocatello	18,698	16,182	5,464	34	9,988	62	118	99
Non-Metro Portion of State	172,504	132,284	44,566	34	81,658	62	77	121
State Total	**254,814**	**203,762**	**68,515**	**34**	**118,162**	**58**	**90**	**108**
ILLINOIS								
Bloomington - Normal	54,595	49,659	12,696	26	31,383	63	165	85
Champaign - Urbana - Rantoul	69,715	59,332	21,341	36	32,906	55	191	79
Chicago	2,862,781	2,479,231	712,222	29	1,424,588	57	132	94
Danville	33,485	26,832	9,460	35	14,910	56	92	96
Davenport - Rock Island - Moline	151,286	117,028	37,684	32	68,967	59	119	92
Decatur	57,420	44,003	14,098	32	22,508	51	142	85
Kankakee	35,251	29,555	10,419	35	16,423	56	121	83
Peoria	125,029	98,587	34,129	35	52,448	53	106	111
Quincy	27,755	19,230	6,778	35	10,685	56	111	105
Rockford	116,259	96,295	31,538	33	57,316	60	122	79
Springfield	98,190	78,743	29,925	38	38,944	49	151	99
Non-Metro Portion of State	561,778	428,641	151,100	35	238,206	56	86	105
State Total	**4,266,409**	**3,571,621**	**1,087,243**	**30**	**2,031,331**	**57**	**121**	**96**

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Metro Areas

STATE Metro Name	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
			1978					
INDIANA								
Anderson	38,734	31,711	11,249	35	13,642	43	89	109
Bloomington	41,255	36,708	13,889	38	18,697	51	132	59
Elkhart	53,656	45,366	17,164	38	23,113	51	143	79
Evansville	99,618	80,581	30,119	37	42,178	52	101	97
Fort Wayne	162,668	137,261	47,553	35	67,399	49	162	77
Gary - Hammond - East Chicago	229,138	188,703	75,918	40	100,193	53	86	84
Indianapolis	460,957	403,441	113,604	28	171,787	43	130	85
Kokomo	52,020	43,880	16,605	38	22,352	51	170	62
Lafayette - West Lafayette	47,188	42,345	20,326	48	17,966	42	159	70
Marion	25,923	20,642	7,812	38	10,516	51	118	96
Michigan City - La Porte	36,178	26,858	10,162	38	13,684	51	88	94
Muncie	33,294	28,648	16,285	57	10,124	35	102	106
South Bend	99,802	84,217	30,243	36	47,609	57	118	93
Terre Haute	70,862	56,458	14,287	25	28,046	50	116	74
Non-Metro Portion of State	335,984	274,188	103,737	38	139,660	51	83	106
State Total	**1,818,087**	**1,527,565**	**540,515**	**35**	**737,416**	**48**	**108**	**88**
IOWA								
Cedar Rapids	64,966	48,932	17,876	37	23,186	47	122	99
Davenport - Rock Island - Moline	151,286	117,028	37,684	32	68,967	59	119	92
Des Moines	128,181	109,605	38,538	35	56,208	51	128	119
Dubuque	38,488	29,515	12,207	41	12,262	42	129	90
Iowa City	32,490	25,969	8,603	33	15,710	60	144	78
Sioux City	48,979	37,621	10,568	28	22,361	59	136	102
Waterloo - Cedar Falls	60,678	45,813	18,083	39	21,853	48	138	83
Non-Metro Portion of State	443,476	343,474	113,768	33	207,762	60	87	116
State Total	**899,018**	**704,208**	**240,089**	**34**	**396,507**	**56**	**103**	**109**
KANSAS								
Lawrence	16,069	14,574	5,103	35	8,314	57	87	97
Topeka	66,771	62,361	21,629	35	35,066	56	134	89
Wichita	163,856	151,403	62,007	41	78,797	52	151	83
Non-Metro Portion of State	304,790	274,267	96,001	35	156,562	57	96	109
State Total	**681,399**	**623,099**	**231,338**	**37**	**338,349**	**54**	**112**	**99**
KENTUCKY								
Clarksville - Hopkinsville	34,758	33,163	12,560	38	17,338	52	86	80
Huntington - Ashland	76,878	69,570	32,089	46	25,533	37	74	100
Lexington-Fayette	111,409	105,949	44,511	42	50,850	48	129	83
Louisville	287,043	248,693	99,610	40	110,177	44	105	107
Owensboro	22,505	19,891	6,146	31	12,151	61	79	102
Non-Metro Portion of State	329,486	313,237	122,598	39	167,594	54	58	111
State Total	**849,621**	**772,902**	**309,548**	**40**	**378,949**	**49**	**80**	**102**
LOUISIANA								
Alexandria	20,476	18,761	8,566	46	7,890	42	52	157
Baton Rouge	95,155	83,296	36,117	43	37,905	46	65	138
Lafayette	81,089	75,496	16,306	22	50,538	67	199	49
Lake Charles	38,314	32,243	13,832	43	13,650	42	85	120
Monroe	37,742	34,658	12,231	35	18,471	53	78	94
New Orleans	430,206	364,212	115,030	32	191,484	53	105	107
Shreveport	78,237	71,784	23,086	32	39,161	55	73	122
Non-Metro Portion of State	281,638	224,847	120,341	54	86,066	38	59	105
State Total	**1,062,857**	**905,297**	**345,509**	**38**	**445,165**	**49**	**81**	**107**

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Metro Areas

STATE Metro Name	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	1978 Fast Food Sales ($000)	Fast Food Market Share	1978 Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
MAINE								
Bangor	45,541	44,334	12,828	29	27,308	62	110	75
Lewiston - Auburn	19,625	19,028	4,726	25	12,814	67	64	117
Portland	80,315	78,908	24,240	31	47,241	60	101	89
Non-Metro Portion of State	154,702	147,703	42,733	29	90,979	62	74	97
State Total	**300,183**	**289,973**	**84,527**	**29**	**178,342**	**62**	**84**	**93**
MARYLAND								
Baltimore	717,802	568,513	208,608	37	268,435	47	101	101
Hagerstown	25,040	19,536	6,170	32	12,148	62	55	138
Non-Metro Portion of State	197,706	173,965	54,941	32	108,170	62	100	74
State Total	**1,433,093**	**1,221,011**	**448,533**	**37**	**622,395**	**51**	**104**	**94**
MASSACHUSETTS								
Boston - Lowell - Brockton - Lawrence - Haverhill	1,396,653	1,245,527	334,017	27	739,899	59	108	101
New Bedford - Fall River	132,984	114,294	42,095	37	62,235	54	94	92
Pittsfield	55,627	48,928	15,855	32	26,452	54	107	90
Springfield - Chicopee - Holyoke	179,359	150,327	58,224	39	71,030	47	112	105
Worcester - Fitchburg - Leominster	210,273	185,311	58,332	31	98,360	53	99	87
Non-Metro Portion of State	159,266	144,930	36,518	25	96,675	67	171	50
State Total	**2,089,940**	**1,846,811**	**534,719**	**29**	**1,073,507**	**58**	**111**	**95**
MICHIGAN								
Ann Arbor	110,400	97,640	36,430	37	51,006	52	101	73
Battle Creek	63,500	52,089	18,123	35	28,467	55	110	90
Bay City	40,910	29,560	12,720	43	14,094	48	81	92
Benton Harbor - St. Joseph	77,353	60,077	16,869	28	39,554	66	101	86
Detroit	1,589,038	1,298,910	448,326	35	653,626	50	104	98
Flint	158,320	126,939	49,008	39	64,082	50	79	101
Grand Rapids	198,505	167,841	53,312	32	84,001	50	88	90
Jackson	55,546	44,397	16,159	36	24,582	55	110	76
Kalamazoo - Portage	97,047	78,888	25,903	33	43,063	55	110	85
Lansing - East Lansing	174,297	146,825	43,313	29	78,888	54	139	80
Muskegon - Norton Shores - Muskegon Heights	45,634	36,987	14,375	39	20,439	55	71	96
Saginaw	91,961	72,138	21,112	29	45,831	64	97	83
Non-Metro Portion of State	490,629	343,036	96,326	28	225,840	66	75	94
State Total	**3,234,175**	**2,586,919**	**862,225**	**33**	**1,389,985**	**54**	**97**	**93**
MINNESOTA								
Duluth - Superior	90,715	59,316	17,860	30	36,370	61	90	125
Fargo - Moorhead	42,432	30,860	13,033	42	15,001	49	93	137
Minneapolis - St. Paul	755,594	602,896	178,335	30	358,300	59	115	112
Rochester	33,554	29,635	9,083	31	19,000	64	166	156
St. Cloud	47,254	34,929	13,761	39	18,193	52	91	90
Non-Metro Portion of State	347,888	270,410	79,019	29	173,938	64	88	115
State Total	**1,251,372**	**969,285**	**296,961**	**30**	**600,148**	**61**	**103**	**115**
MISSISSIPPI								
Biloxi - Gulfport	65,492	56,310	23,244	41	30,551	54	120	81
Hattiesburg	27,728	27,033	11,056	41	12,458	46	81	72
Jackson	104,555	103,924	39,306	38	38,327	37	120	92
Meridian	26,372	24,966	10,209	41	11,501	46	128	88
Pascagoula - Moss Point	19,868	17,961	7,346	41	8,272	46	45	135
Non-Metro Portion of State	237,909	226,064	92,471	41	104,263	46	52	123
State Total	**486,976**	**461,149**	**185,519**	**40**	**207,689**	**45**	**69**	**107**

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Metro Areas

STATE Metro Name	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	1978 Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
MISSOURI								
Columbia	34,489	32,861	12,835	39	17,262	53	157	85
Joplin	42,252	39,092	13,213	34	23,125	59	137	70
Kansas City	482,170	434,031	157,774	36	223,447	51	114	103
St. Joseph	32,643	25,665	10,174	40	13,122	51	88	108
St. Louis	686,648	579,039	172,813	30	291,844	50	91	122
Springfield	79,895	75,531	28,233	37	36,183	48	157	74
Non-Metro Portion of State	331,031	287,379	97,091	34	170,030	59	77	118
State Total	**1,419,932**	**1,256,827**	**413,005**	**33**	**662,833**	**53**	**100**	**110**
MONTANA								
Billings	29,484	22,216	6,275	28	13,805	62	81	134
Great Falls	25,682	8,373	2,714	32	4,649	56	33	278
Missoula	21,753	16,153	4,384	27	11,260	70	71	126
Non-Metro Portion of State	151,340	94,830	25,730	27	66,183	70	59	140
State Total	**228,259**	**141,572**	**39,103**	**28**	**95,897**	**68**	**60**	**145**
NEBRASKA								
Lincoln	69,043	57,036	21,049	37	31,526	55	161	107
Omaha	226,219	175,678	53,841	31	100,081	57	132	110
Non-Metro Portion of State	258,849	181,693	46,958	26	122,497	67	91	112
State Total	**538,769**	**402,920**	**118,079**	**29**	**247,452**	**61**	**114**	**109**
NEVADA								
Las Vegas	155,661	117,778	48,913	42	59,336	50	98	500
Reno	57,366	47,244	13,119	28	30,159	64	78	193
Non-Metro Portion of State	45,151	35,065	10,105	29	24,475	70	80	271
State Total	**258,178**	**200,087**	**72,137**	**36**	**113,972**	**57**	**89**	**388**
NEW HAMPSHIRE								
Manchester - Nashua	73,381	69,522	26,987	39	35,938	52	78	100
Non-Metro Portion of State	112,856	108,793	26,412	24	54,117	50	72	122
State Total	**230,459**	**220,821**	**63,721**	**29**	**111,199**	**50**	**71**	**112**
NEW JERSEY								
Atlantic City	84,219	67,673	14,578	22	50,322	74	119	249
Jersey City	179,144	118,649	25,302	21	75,529	64	73	120
Long Branch - Asbury Park	187,464	148,853	40,636	27	97,810	66	85	87
Newark	612,924	480,136	118,411	25	266,132	55	76	126
New Brunswick - Perth Amboy - Sayreville	186,847	141,072	41,265	29	84,420	60	84	105
Paterson - Clifton - Passaic	122,376	93,448	18,120	19	58,894	63	59	134
Trenton	81,158	62,096	15,847	26	36,807	59	67	171
Vineland - Millville - Bridgeton	32,107	24,297	13,826	57	9,135	38	57	130
Non-Metro Portion of State	236,762	192,197	50,409	26	132,499	69	102	84
State Total	**2,312,693**	**1,815,213**	**462,400**	**25**	**1,117,676**	**62**	**79**	**120**
NEW MEXICO								
Albuquerque	117,767	105,090	37,952	36	53,443	51	107	119
Las Cruces	15,025	11,888	3,941	33	7,001	59	66	144
Santa Fe	16,882	14,944	4,954	33	8,800	59	65	149
Non-Metro Portion of State	143,446	117,529	38,952	33	69,246	59	62	128
State Total	**293,120**	**249,451**	**85,799**	**34**	**138,490**	**56**	**76**	**126**

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STATE Metro Name	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	1978 Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
NEW YORK								
Albany - Schenectady - Troy	214,095	179,347	53,293	30	110,329	62	77	126
Binghamton	70,988	54,984	15,796	29	34,629	63	62	126
Buffalo	379,851	297,766	91,337	31	170,074	57	89	114
Elmira	31,853	26,315	9,494	36	15,486	59	84	91
Jamestown	43,294	33,510	9,303	28	20,582	61	66	95
Nassau - Suffolk	754,043	683,942	171,818	25	399,016	58	75	106
Newburgh - Middletown	68,875	56,528	15,695	28	34,724	61	58	105
New York	2,871,068	2,513,660	496,150	20	1,584,126	63	101	136
Poughkeepsie	56,071	47,218	11,501	24	30,136	64	66	118
Rochester	246,405	206,810	61,931	30	114,901	56	73	132
Syracuse	169,688	140,912	42,487	30	75,305	53	81	124
Utica - Rome	85,344	71,923	24,551	34	42,965	60	91	104
Non-Metro Portion of State	402,562	320,879	89,085	28	197,096	61	67	135
State Total	**5,107,552**	**4,381,664**	**1,046,184**	**24**	**2,856,496**	**61**	**87**	**129**
NORTH CAROLINA								
Asheville	44,235	43,202	15,393	36	22,437	52	85	101
Burlington	28,142	27,424	12,015	44	11,541	42	80	82
Charlotte - Gastonia	185,193	179,748	64,816	36	81,357	45	96	103
Fayetteville	55,712	52,653	26,464	50	23,313	44	137	84
Greensboro - Winston-Salem - High Point	219,670	213,594	81,459	38	82,573	39	107	102
Kannapolis - Concord - Salisbury	34,295	32,613	14,040	43	16,127	49	70	106
Raleigh - Durham	125,985	123,172	40,211	33	60,307	49	91	128
Wilmington	41,168	39,915	14,144	35	24,294	61	102	90
Non-Metro Portion of State	534,182	516,031	222,043	43	255,225	49	71	106
State Total	**1,269,471**	**1,229,203**	**490,936**	**40**	**577,579**	**47**	**84**	**105**
NORTH DAKOTA								
Bismarck	22,099	14,280	3,967	28	9,560	67	84	170
Fargo - Moorhead	42,432	30,860	13,033	42	15,001	49	93	137
Grand Forks	34,474	25,154	7,104	28	16,637	66	115	103
Non-Metro Portion of State	109,755	70,934	19,697	28	47,583	67	90	132
State Total	**186,477**	**123,610**	**37,381**	**30**	**78,985**	**64**	**97**	**133**
OHIO								
Akron	216,312	183,199	60,299	33	102,821	56	103	90
Canton	174,912	142,462	52,991	37	71,066	50	117	69
Cincinnati	512,449	445,233	190,377	43	188,970	42	113	90
Cleveland	682,453	563,741	169,834	30	304,671	54	100	107
Columbus	439,292	385,325	129,445	34	192,555	50	135	87
Dayton	289,907	247,859	123,572	50	97,661	39	118	90
Hamilton - Middletown	68,539	54,741	32,237	59	20,853	38	72	106
Lima	72,255	59,592	20,970	35	32,966	55	113	82
Lorain - Elyria	66,366	50,893	21,897	43	24,005	47	74	123
Mansfield	44,028	36,340	12,232	34	19,656	54	88	90
Newark	28,982	22,849	7,793	34	12,282	54	77	113
Parkersburg - Marietta	42,600	36,149	10,945	30	14,480	40	76	103
Springfield	54,058	45,357	19,209	42	19,541	43	122	94
Steubenville - Weirton	47,277	35,766	13,272	37	14,455	40	74	109
Toledo	312,385	255,985	85,615	33	129,460	51	118	84
Youngstown - Warren	168,892	135,452	50,984	38	70,555	52	108	98
Non-Metro Portion of State	610,130	491,066	167,474	34	263,935	54	82	85
State Total	**3,664,436**	**3,052,194**	**1,115,630**	**37**	**1,519,108**	**50**	**102**	**93**
OKLAHOMA								
Enid	30,834	29,737	11,437	38	15,957	54	179	56
Lawton	28,277	23,408	11,398	49	9,019	39	129	91

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Metro Areas

STATE Metro Name	1978 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
OKLAHOMA cont.								
Oklahoma City	299,230	285,060	101,014	35	125,196	44	121	84
Tulsa	228,822	217,120	85,467	39	83,038	38	119	84
Non-Metro Portion of State	245,429	231,326	88,972	38	124,129	54	75	106
State Total	**840,275**	**795,179**	**302,058**	**38**	**360,951**	**45**	**102**	**90**
OREGON								
Eugene - Springfield	68,538	59,425	20,357	34	30,155	51	87	107
Portland	386,535	331,009	103,681	31	193,899	59	81	111
Salem	40,677	32,729	11,019	34	17,456	53	50	163
Non-Metro Portion of State	297,180	243,645	70,752	29	159,985	66	93	100
State Total	**742,183**	**621,798**	**191,331**	**31**	**375,352**	**60**	**83**	**110**
PENNSYLVANIA								
Allentown - Bethlehem - Easton	180,934	148,070	47,853	32	79,431	54	80	112
Altoona	34,567	25,532	7,503	29	15,468	61	68	130
Erie	70,961	52,128	17,031	33	28,547	55	75	142
Harrisburg	125,681	99,582	34,364	35	54,520	55	84	140
Johnstown	62,664	43,118	13,977	32	26,016	60	64	146
Lancaster	111,769	97,269	31,752	33	58,215	60	110	111
Northeast Pennsylvania	181,826	138,296	42,835	31	79,130	57	82	133
Philadelphia	1,379,429	1,096,698	310,569	28	621,895	57	80	133
Pittsburgh	601,466	439,834	151,538	34	243,293	55	77	149
Reading	82,357	69,008	21,907	32	41,980	61	75	124
Williamsport	27,184	19,664	8,633	44	8,232	42	64	145
York	86,809	70,296	22,963	33	40,947	58	83	127
Non-Metro Portion of State	525,580	405,542	125,012	31	231,923	57	67	124
State Total	**3,180,681**	**2,481,933**	**762,173**	**31**	**1,401,044**	**56**	**77**	**134**
RHODE ISLAND								
Providence - Warwick - Pawtucket	250,739	220,020	69,800	32	127,078	58	101	103
Non-Metro Portion of State	26,450	21,757	6,579	30	15,024	69	133	92
State Total	**277,189**	**241,777**	**76,379**	**32**	**142,102**	**59**	**104**	**102**
SOUTH CAROLINA								
Anderson	34,374	32,332	13,280	41	16,658	52	103	78
Charleston - North Charleston	82,472	78,002	28,686	37	34,471	44	64	108
Columbia	89,350	88,745	44,784	50	32,710	37	97	110
Greenville - Spartanburg	175,057	168,868	71,833	43	75,116	44	111	75
Non-Metro Portion of State	275,100	263,768	108,338	41	135,908	52	71	109
State Total	**670,142**	**644,810**	**272,932**	**42**	**300,747**	**47**	**82**	**100**
SOUTH DAKOTA								
Rapid City	32,401	27,129	8,251	30	16,849	62	101	107
Sioux Falls	38,491	32,229	10,435	32	18,863	59	126	105
Non-Metro Portion of State	112,501	81,424	24,754	30	50,719	62	84	132
State Total	**183,393**	**140,782**	**43,440**	**31**	**86,431**	**61**	**94**	**121**
TENNESSEE								
Chattanooga	111,000	108,644	40,998	38	54,223	50	79	103
Clarksville - Hopkinsville	34,758	33,163	12,560	38	17,338	52	86	80
Jackson	24,213	22,988	8,543	37	11,866	52	106	82
Johnson City - Kingsport - Bristol	88,861	86,526	38,120	44	37,902	44	67	95
Knoxville	152,441	147,221	67,022	46	64,198	44	98	85
Memphis	241,420	230,186	86,204	37	109,233	47	87	111

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STATE Metro Name	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	1978 Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
TENNESSEE cont.								
Nashville-Davidson	265,244	251,674	84,942	34	129,413	51	106	95
Non-Metro Portion of State	271,019	256,973	95,478	37	132,660	52	61	109
State Total	**1,134,823**	**1,084,357**	**411,519**	**38**	**531,204**	**49**	**83**	**99**
TEXAS								
Abilene	35,521	35,170	12,447	35	15,783	45	99	99
Amarillo	63,180	59,774	21,432	36	30,487	51	103	86
Austin	214,628	201,577	75,996	38	95,043	47	130	70
Beaumont - Port Arthur - Orange	115,443	104,894	45,501	43	42,614	41	80	92
Brownsville - Harlingen - San Benito	52,283	46,731	21,512	46	22,460	48	90	77
Bryan - College Station	16,857	15,931	7,678	48	5,232	33	46	113
Corpus Christi	133,540	119,057	44,139	37	61,731	52	110	64
Dallas - Fort Worth	1,129,222	1,062,713	391,255	37	455,935	43	129	82
El Paso	183,607	151,508	56,959	38	71,808	47	133	72
Galveston - Texas City	67,467	60,031	18,300	30	32,979	55	90	87
Houston	1,183,988	1,092,048	391,183	36	526,846	48	109	77
Killeen - Temple	43,369	40,678	17,715	44	15,138	37	72	97
Laredo	23,922	22,016	10,929	50	9,160	42	57	93
Longview - Marshall	55,532	52,257	18,610	36	29,113	56	102	68
Lubbock	65,016	62,298	27,780	45	22,975	37	102	90
McAllen - Pharr - Edinburg	62,873	55,124	24,936	45	20,864	38	109	67
Midland	34,634	31,392	11,813	38	13,673	44	149	75
Odessa	36,182	34,334	14,099	41	14,064	41	100	81
San Angelo	28,328	26,033	8,557	33	12,520	48	140	80
San Antonio	393,744	356,697	137,470	39	161,263	45	125	76
Sherman - Denison	31,518	31,364	13,072	42	10,868	35	102	68
Texarkana	32,274	29,876	10,519	35	14,280	48	79	93
Tyler	23,904	23,790	10,409	44	9,895	42	60	128
Victoria	13,001	12,091	4,306	36	6,734	56	68	127
Waco	52,363	49,128	18,377	37	19,722	40	95	85
Wichita Falls	46,519	43,713	14,873	34	22,517	52	101	76
Non-Metro Portion of State	531,704	493,418	175,714	36	275,006	56	67	104
State Total	**4,653,133**	**4,298,514**	**1,600,269**	**37**	**2,013,481**	**47**	**104**	**82**
UTAH								
Provo - Orem	26,269	24,935	12,789	51	11,254	45	60	147
Salt Lake City - Ogden	272,176	254,590	130,047	51	106,938	42	103	95
Non-Metro Portion of State	56,363	53,292	15,292	29	36,684	69	86	109
State Total	**354,808**	**332,817**	**158,128**	**48**	**154,876**	**47**	**95**	**101**
VERMONT								
Burlington	33,444	33,197	8,594	26	20,210	61	86	104
Non-Metro Portion of State	92,831	85,410	22,136	26	51,958	61	64	141
State Total	**126,275**	**118,607**	**30,730**	**26**	**72,168**	**61**	**69**	**130**
VIRGINIA								
Danville	32,507	32,396	12,170	38	16,750	52	122	72
Lynchburg	45,493	44,860	13,855	31	24,521	55	103	81
Newport News - Hampton	137,388	134,991	43,111	32	75,214	56	149	72
Norfolk - Virginia Beach - Portsmouth	201,566	186,438	76,991	41	88,394	47	100	107
Petersburg - Colonial Heights - Hopewell	33,715	33,323	8,945	27	21,411	64	88	82
Richmond	194,949	187,958	69,525	37	87,095	46	114	102
Roanoke	65,577	63,078	26,533	42	29,447	47	89	108
Non-Metro Portion of State	286,974	283,299	106,386	38	146,530	52	63	117
State Total	**1,429,435**	**1,391,272**	**502,670**	**36**	**694,846**	**50**	**100**	**96**

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Metro Areas

STATE Metro Name	1978 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
WASHINGTON								
Bremerton	36,551	27,021	7,389	27	18,146	67	74	114
Olympia	40,886	36,831	9,933	27	24,750	67	115	81
Richland - Kennewick - Pasco	33,623	28,135	10,302	37	16,458	58	79	133
Seattle - Everett	692,734	603,223	153,205	25	377,637	63	101	85
Spokane	107,584	87,264	31,622	36	52,102	60	103	118
Tacoma	190,184	159,281	51,219	32	98,871	62	144	66
Yakima	63,225	53,015	16,274	31	32,493	61	112	75
Non-Metro Portion of State	305,510	255,864	69,070	27	171,917	67	103	80
State Total	**1,521,044**	**1,295,644**	**363,492**	**28**	**818,517**	**63**	**104**	**85**
WEST VIRGINIA								
Charleston	55,232	52,546	18,444	35	20,348	39	76	139
Huntington - Ashland	76,878	69,570	32,089	46	25,533	37	74	100
Parkersburg - Marietta	42,600	36,149	10,945	30	14,480	40	76	103
Steubenville - Weirton	47,277	35,766	13,272	37	14,455	40	74	109
Wheeling	68,899	56,185	15,515	28	35,095	62	94	85
Non-Metro Portion of State	208,752	187,943	68,608	37	93,352	50	64	126
State Total	**417,383**	**374,562**	**134,300**	**36**	**176,326**	**47**	**78**	**112**
WISCONSIN								
Appleton - Oshkosh	113,695	80,184	27,201	34	46,017	57	103	93
Duluth - Superior	90,715	59,316	17,860	30	36,370	61	90	125
Eau Claire	59,562	38,144	9,868	26	24,848	65	112	78
Green Bay	63,410	46,343	17,150	37	23,476	51	115	103
Janesville - Beloit	56,468	42,560	11,010	26	27,725	65	106	82
Kenosha	66,287	44,425	17,823	40	25,286	57	141	74
La Crosse	47,787	35,514	13,085	37	18,567	52	138	67
Madison	123,024	93,220	31,989	34	55,568	60	104	113
Manitowoc - Two Rivers	31,970	17,832	4,610	26	11,618	65	110	100
Milwaukee	552,475	404,676	150,486	37	218,526	54	107	109
Racine	63,814	45,600	16,433	36	25,507	56	92	98
Sheboygan	36,467	23,393	6,052	26	15,240	65	103	106
Wausau	44,221	27,535	7,120	26	17,938	65	128	96
Non-Metro Portion of State	624,551	378,581	97,940	26	246,625	65	98	89
State Total	**1,929,647**	**1,303,526**	**418,284**	**32**	**772,390**	**59**	**106**	**97**
WYOMING								
Cheyenne	28,091	24,006	7,032	29	16,102	67	176	103
Non-Metro Portion of State	114,933	88,161	25,691	29	59,145	67	101	133
State Total	**143,024**	**112,167**	**32,723**	**29**	**75,247**	**67**	**111**	**127**
United States Total	**71,602,628**	**61,997,951**	**20,200,466**	**33**	**34,271,476**	**55**	**100**	**100**

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Circle No. 105 ➔

Sales by Area of Dominant Influence (ADI)

This seventh installment of the ADI's shows 213 areas of dominant influence for a TV signal. Each area includes major cities and nearby counties.

ADI Name	1978 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
Abilene - Sweetwater	64,259	61,581	21,840	35	30,504	50	87	108
Albany, Ga.	82,427	78,042	35,762	46	35,782	46	76	84
Albany - Schenectady - Troy	361,894	303,996	89,917	30	183,212	60	79	117
Albuquerque	222,781	192,353	65,525	34	106,476	55	83	119
Alexandria, La.	30,368	26,303	12,604	48	10,776	41	50	152
Alexandria, Minn.	63,947	48,078	14,050	29	30,928	64	92	109
Alpena	12,015	8,125	2,280	28	5,350	66	70	87
Amarillo	120,854	111,466	39,805	36	59,477	53	83	104
Anchorage	112,206	77,356	23,586	30	39,967	52	80	115
Anniston	14,735	13,997	6,014	43	6,566	47	60	150
Ardmore - Ada	32,177	30,475	11,720	38	16,352	54	72	107
Atlanta	1,054,470	1,010,755	401,798	40	460,173	46	159	79
Augusta	86,791	80,443	36,663	46	36,926	46	61	122
Austin, Tex.	232,714	218,295	81,951	38	104,356	48	122	72
Bakersfield	156,145	139,760	43,335	31	87,004	62	124	61
Baltimore	786,772	621,891	227,173	37	299,437	48	101	98
Bangor	86,778	84,143	24,349	29	51,828	62	79	96
Baton Rouge	139,104	119,675	55,416	46	51,957	43	68	123
Beaumont - Port Arthur	122,984	111,822	47,966	43	46,474	42	74	96
Bellingham	43,900	36,909	9,819	27	24,810	67	116	66
Billings	49,135	35,548	10,008	28	22,977	65	86	134
Biloxi - Gulfport - Pascagoula	59,281	50,716	20,934	41	27,514	54	122	83
Binghamton	91,398	70,853	20,451	29	43,913	62	57	132
Birmingham	348,966	332,787	145,401	44	132,726	40	94	90
Bluefield - Beckley - Oak Hill	63,806	59,220	21,764	37	29,549	50	62	128
Boise	117,337	97,080	31,844	33	52,843	54	99	95
Boston	1,894,376	1,700,229	469,264	28	996,643	59	106	95
Bowling Green	34,211	33,270	13,028	39	17,806	54	114	67
Bristol - Kingsport - Johnson City	128,839	125,316	52,951	42	57,951	46	58	113
Buffalo	497,329	388,745	117,009	30	225,228	58	81	114
Burlington - Plattsburgh	130,466	117,090	30,786	26	71,425	61	63	141
Casper - Riverton	46,862	36,226	10,483	29	24,314	67	86	128
Cedar Rapids - Waterloo	241,297	182,118	64,259	35	98,303	54	111	100
Charleston, S.C.	96,750	91,584	34,261	37	41,466	45	58	113
Charleston - Huntington	279,500	248,430	95,081	38	110,622	45	60	118
Charlotte	391,834	378,016	149,375	40	180,129	48	82	102
Charlottesville - Harrisonburg	72,663	71,275	26,734	38	36,782	52	89	94
Chattanooga	184,090	179,527	70,477	39	89,033	50	76	103
Cheyenne	42,762	34,525	9,799	28	23,184	67	110	119
Chicago	3,350,391	2,858,183	858,255	30	1,629,505	57	126	93
Chico - Redding	100,603	83,357	23,893	29	54,916	66	85	95
Cincinnati	633,935	544,956	239,296	44	233,561	43	101	92
Clarksburg - Weston	45,306	41,364	15,026	36	20,552	50	63	116

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Circle No. 91 →

ADI Report

ADI Name	1978 Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
Cleveland	1,370,227	1,127,512	368,707	33	603,314	54	98	96
Colorado Springs - Pueblo	149,480	127,820	40,685	32	75,628	59	100	110
Columbia, S.C.	136,805	134,285	63,498	47	56,180	42	83	110
Columbia - Jefferson City	107,191	95,970	34,166	36	54,599	57	106	98
Columbus, Ga.	98,856	93,782	48,877	52	36,638	39	76	104
Columbus - Tupelo, Miss.	72,917	68,967	28,258	41	31,805	46	59	111
Columbus, Ohio	553,784	477,313	160,814	34	241,998	51	119	88
Corpus Christi	176,552	159,138	58,417	37	84,060	53	103	63
Dallas - Ft. Worth	1,268,068	1,194,215	440,035	37	522,576	44	120	83
Davenport - Rock Island - Moline	301,976	230,403	76,705	33	134,170	58	103	96
Dayton	436,366	369,201	169,493	46	157,704	43	112	90
Denver	714,859	622,665	170,363	27	383,599	62	115	102
Des Moines	281,805	231,030	78,766	34	129,648	56	100	119
Detroit	1,750,836	1,435,147	496,974	35	725,757	51	103	96
Dothan	41,557	39,132	16,037	41	19,482	50	57	132
Dubuque	38,488	29,515	12,207	41	12,262	42	129	90
Duluth - Superior	167,413	110,495	32,072	29	69,537	63	96	108
El Centro - Yuma	43,087	35,659	8,783	25	24,573	69	57	107
El Paso	212,404	174,493	64,588	37	85,332	49	120	82
Elmira	63,632	49,441	16,109	33	29,424	60	76	114
Erie	107,292	79,125	25,351	32	43,988	56	76	129
Eugene	117,973	99,577	32,016	32	56,516	57	88	98
Eureka	49,179	38,524	11,063	29	25,369	66	95	93
Evansville	176,193	145,965	53,449	37	78,459	54	81	107
Fargo	161,025	115,448	37,030	32	70,772	61	96	126
Farmington	16,611	13,981	4,636	33	8,234	59	55	114
Flagstaff	32,832	30,866	6,614	21	22,011	71	130	94
Flint - Saginaw - Bay City	399,832	302,104	103,467	34	172,377	57	81	97
Florence, S.C.	49,349	47,582	19,631	41	24,418	51	61	120
Ft. Myers - Naples	118,507	110,030	30,406	28	73,726	67	95	96
Ft. Smith	83,391	77,924	34,879	45	34,070	44	101	84
Ft. Wayne	214,593	178,531	62,991	35	88,636	50	127	86
Fresno	298,791	259,929	88,058	34	156,058	60	97	82
Gainesville	61,015	59,066	24,430	41	27,929	47	104	59
Grand Junction	23,865	21,772	5,788	27	14,542	67	68	134
Grand Rapids - Kalamazoo - Battle Creek	489,348	396,415	128,848	33	214,858	54	87	92
Great Falls	51,868	24,851	7,189	29	16,150	65	46	196
Green Bay	378,983	250,849	77,066	31	150,653	60	95	92
Greensboro - Winston-Salem - High Point	281,919	274,689	107,879	39	110,802	40	93	105
Greenville - New Bern - Washington	113,970	108,144	46,561	43	53,482	49	84	90
Greenville - Spartanburg - Asheville	366,018	352,623	146,663	42	168,283	48	86	92
Greenwood - Greenville	15,081	14,306	5,851	41	6,595	46	41	154
Harrisburg - York - Lancaster - Lebanon	361,034	296,754	98,212	33	170,613	57	88	126
Hartford - New Haven	652,081	584,959	179,887	31	331,394	57	94	112
Helena	15,897	10,001	2,714	27	6,972	70	62	134
Houston	1,315,136	1,211,171	430,521	36	594,743	49	105	78
Huntsville - Decatur - Florence	144,808	139,763	59,259	42	57,778	41	92	93
Idaho Falls - Pocatello	72,208	59,852	20,026	33	37,166	62	94	122
Indianapolis	763,028	656,049	213,883	33	293,480	45	119	88
Jackson, Miss.	186,124	181,968	71,238	39	74,317	41	79	103
Jackson, Tenn.	33,422	31,713	11,786	37	16,369	52	82	93
Jacksonville	349,061	326,710	117,905	36	174,725	53	132	89
Johnstown - Altoona	184,443	138,622	43,045	31	81,500	59	70	128
Jonesboro	31,563	30,741	11,196	36	16,070	52	76	111
Joplin - Pittsburg	110,863	102,008	36,714	36	57,531	56	103	93

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ADI Report

ADI Name	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
			1978					
Kansas City	576,957	517,736	186,697	36	271,888	53	108	107
Knoxville	271,182	259,633	109,326	42	122,730	47	79	94
La Crosse - Eau Claire	191,900	125,801	36,979	29	77,251	61	112	80
Lafayette, Ind.	49,145	43,902	20,915	48	18,760	43	155	73
Lafayette, La.	133,372	113,818	36,819	32	65,204	57	75	84
Lake Charles	42,830	35,639	15,648	44	14,947	42	77	126
Lansing	227,295	189,036	58,737	31	103,049	55	136	80
Laredo	24,406	22,470	11,093	49	9,414	42	57	94
Las Vegas	156,582	118,493	49,120	41	59,837	50	98	497
Laurel - Hattiesburg	48,581	46,731	19,109	41	21,538	46	67	94
Lexington	176,496	167,629	68,650	41	83,857	50	96	87
Lima	43,075	37,064	13,044	35	20,503	55	140	77
Lincoln - Hastings - Kearney	195,695	147,541	45,108	31	91,774	62	107	112
Little Rock	236,771	225,621	89,619	40	109,263	48	78	122
Los Angeles	4,465,296	4,072,805	1,228,788	30	2,563,400	63	129	79
Louisville	386,977	337,446	133,918	40	156,836	46	92	107
Lubbock	101,361	95,398	39,519	41	41,501	44	83	105
Macon	83,027	78,750	36,338	46	33,515	43	82	109
Madison	210,091	150,137	46,716	31	92,645	62	105	102
Mankato	26,755	22,195	6,581	30	14,184	64	91	123
Marquette	49,705	33,619	9,401	28	22,123	66	91	87
McAllen - Brownsville	118,346	104,839	47,509	45	44,986	43	95	74
Medford	84,136	71,485	20,703	29	46,965	66	114	99
Memphis	334,686	317,218	119,317	38	153,137	48	69	120
Meridian	38,730	36,642	15,102	41	16,937	46	70	114
Miami	1,368,945	1,268,427	363,901	29	778,064	61	156	80
Miles City - Glendive	7,952	5,002	1,358	27	3,496	70	52	173
Milwaukee	743,800	534,763	188,778	35	299,070	56	107	106
Minneapolis - St. Paul	997,535	774,086	230,605	30	464,458	60	108	111
Minot - Bismarck - Dickinson	94,594	61,412	17,127	28	41,168	67	82	149
Missoula - Butte	90,514	59,027	16,019	27	41,145	70	61	128
Mobile - Pensacola	321,924	288,805	118,205	41	136,480	47	93	85
Monroe - El Dorado	78,318	66,874	27,905	42	32,090	48	48	139
Montgomery	99,741	95,264	39,020	41	43,879	46	82	105
Nashville	422,382	400,674	141,081	35	207,072	52	83	98
New Orleans	568,834	481,190	176,388	37	237,490	49	102	98
New York	5,541,337	4,711,545	1,052,629	22	2,907,468	62	88	125
Norfolk - Portsmouth - Newport News - Hampton	378,282	359,766	136,060	38	182,826	51	108	92
North Platte	13,801	9,686	2,506	26	6,543	68	117	139
Odessa - Midland	106,874	99,027	37,773	38	46,291	47	100	84
Oklahoma City	437,391	415,96	151,379	36	195,407	47	111	85
Omaha	323,647	246,323	74,092	30	145,773	59	117	111
Orlando - Daytona Beach	664,647	613,567	215,160	35	340,922	56	142	88
Ottumwa - Kirksville	14,052	11,366	3,801	33	6,801	60	78	148
Paducah - Cape Girardeau - Harrisburg	191,579	165,534	59,652	36	92,423	56	77	104
Palm Springs	228,966	209,368	56,966	27	138,342	66	119	78
Panama City	62,952	57,885	18,417	32	35,787	62	123	73
Parkersburg	27,286	24,110	7,301	30	9,660	40	99	95
Peoria	212,819	173,792	55,827	32	98,027	56	113	105
Philadelphia	2,120,075	1,719,261	514,152	30	975,526	57	85	131
Phoenix	441,633	382,837	110,654	29	229,709	60	75	123
Pittsburgh	832,024	617,742	209,181	34	339,751	55	74	142
Portland, Ore.	599,140	505,476	155,257	31	304,871	60	82	110
Portland - Poland Spring	247,474	239,295	67,547	28	141,286	59	86	99

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ADI Report

ADI Name	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	1978 Fast Food Sales ($000)	Fast Food Market Share	Restaurant Sales ($000)	Restaurant Market Share	RAI	RGI
Presque Isle	18,056	16,404	4,748	29	10,104	62	58	109
Providence	425,368	369,579	122,400	33	212,538	58	96	100
Quincy - Hannibal	89,306	68,311	23,596	35	39,115	57	96	108
Raleigh - Durham	306,626	297,375	118,996	40	143,732	48	84	116
Rapid City	71,385	55,655	16,537	30	35,503	64	97	122
Reno	108,415	87,732	24,762	28	57,807	66	84	196
Richmond	258,198	250,493	89,431	36	123,621	49	98	102
Roanoke - Lynchburg	222,212	217,709	81,604	37	110,699	51	82	103
Rochester, N.Y.	240,517	202,372	60,666	30	112,371	56	74	131
Rochester - Mason City - Austin	114,778	93,549	29,192	31	58,689	63	110	124
Rockford	202,343	161,648	50,582	31	97,707	60	114	83
Roswell	31,323	27,087	8,982	33	15,955	59	55	145
Sacramento - Stockton	697,615	596,089	200,783	34	347,412	58	91	86
St. Joseph	36,611	29,016	11,157	38	15,283	53	81	115
St. Louis	801,318	668,229	203,845	31	342,406	51	88	121
Salinas - Monterey	208,049	189,672	49,679	26	128,437	68	134	73
Salisbury	107,247	98,509	31,046	32	58,903	60	117	69
Salt Lake City	390,619	359,590	165,956	46	173,055	48	94	108
San Angelo	28,649	26,340	8,669	33	12,698	48	134	82
San Antonio	457,289	415,601	158,451	38	194,105	47	113	78
San Diego	685,925	604,873	188,202	31	385,151	64	121	84
San Francisco	2,039,476	1,780,554	493,529	28	1,098,296	62	113	98
Santa Barbara - Santa Maria - San Luis Obispo	199,755	181,778	47,125	26	123,032	68	154	76
Savannah	133,116	123,830	44,104	36	62,267	50	103	81
Seattle - Tacoma	1,072,914	918,720	246,738	27	581,456	63	104	82
Selma, Alabama	11,136	10,717	4,604	43	5,026	47	59	101
Shreveport - Texarkana	236,405	216,586	76,718	35	115,035	53	70	111
Sioux City	134,757	101,294	30,056	30	62,351	62	112	104
Sioux Falls - Mitchell	143,698	109,150	33,719	31	67,022	61	90	126
South Bend - Elkhart	267,069	220,180	75,825	34	125,821	57	114	87
Spokane	274,397	219,840	70,778	32	138,565	63	92	102
Springfield, Mass.	199,459	167,563	62,567	37	82,527	49	112	105
Springfield, Mo.	167,583	153,107	54,951	36	80,763	53	102	92
Springfield - Decatur - Champaign	321,747	260,231	92,923	36	137,786	53	127	93
Syracuse	237,258	196,629	58,508	29	110,760	56	80	120
Tallahassee	124,015	119,388	53,035	44	56,356	47	104	69
Tampa - St. Petersburg	876,521	798,864	260,449	33	442,463	55	111	79
Terre Haute	147,061	115,909	35,929	31	59,853	52	98	90
Toledo	419,156	342,749	114,669	33	179,001	52	105	84
Topeka	109,189	100,474	34,976	35	56,835	57	112	95
Traverse City - Cadillac	161,519	114,347	32,116	28	75,276	66	84	76
Tucson	147,024	126,414	44,045	35	71,508	57	72	120
Tulsa	301,431	285,489	111,242	39	120,234	42	98	92
Tuscaloosa	32,851	32,377	15,892	49	11,070	34	100	81
Twin Falls	19,156	14,791	4,996	34	9,133	62	94	123
Tyler	43,709	43,007	17,255	40	20,599	48	57	125
Utica	100,157	83,373	27,731	33	49,998	60	84	105
Victoria	13,001	12,091	4,306	36	6,734	56	68	127
Waco - Temple	129,781	121,716	49,458	41	48,989	40	73	96
Washington, D.C.	1,529,455	1,452,750	463,181	32	749,769	52	133	94
Watertown - Carthage	47,909	37,668	10,457	28	23,137	61	59	130
Wausau - Rhinelander	171,750	100,899	26,103	26	65,736	65	91	101
West Palm Beach	286,525	256,524	74,730	29	155,780	61	102	84
Wheeling - Steubenville	114,259	90,421	27,744	31	51,418	57	77	100
Wichita - Hutchinson	336,900	305,850	115,765	38	167,348	55	124	97
Wichita Falls - Lawton	111,532	103,270	39,742	38	51,291	50	94	93
Wilkes-Barre - Scranton	292,789	220,715	72,972	33	121,196	55	64	129
Wilmington	129,981	125,923	50,078	40	67,970	54	100	100
Yakima	137,166	113,160	35,497	31	70,312	62	97	98
Youngstown	231,255	181,594	65,996	36	96,114	53	94	103
Zanesville	24,140	18,673	6,369	34	10,036	54	86	100
Total ADIs	71,032,835	61,500,843	20,073,417	33	33,960,392	55	100	100

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